



For Immediate Release

Press Release

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IDE Inc. Receives Second International Design Award for the Kestrel Airfoil Pro

Scotts Valley, CA (December 27, 2004) - IDE Inc. announced today that they have received their second international design award for the Kestrel Airfoil Pro, Kestrel's newest triathlon-specific bicycle and their flagship product for the next decade. The Chicago Anthaneum: Museum of Architecture and Design, recognized the unique frame design with a 2004 GOOD DESIGN Award. The GOOD DESIGN Awards are the oldest and one of the most important design competitions in the world. Established in 1950, with the participation of the most influential pioneers in American and modern design, "GOOD DESIGN bestows international recognition to designers and manufacturers for advancing new and innovative product thinking and originality and for stretching the envelope beyond what is considered standard product and consumer design."

Earlier this year, the Airfoil Pro received a 2004 Gold Industrial Design Excellence Award (IDEA), sponsored by Business Week Magazine and juried by the Industrial Designers Society of America. The Industrial Design Excellence Awards are regarded as the world's most prestigious recognition of excellence in product design.

Kestrel's goal for this newest triathlon bicycle was to create a product that would look great and ride fast, be strong, stiff, and aerodynamically superior, and still weigh less than the competition. The Airfoil Pro achieves all that, and incorporates the highest level of bicycle technology currently available.

IDE was able to achieve Kestrel's goals by applying the latest developments in aerodynamics to the unique seat tube-less frame design, pioneered by Kestrel. The absence of a seat tube eliminates a large measure of aerodynamic drag from the frontal profile and gives the rider a more comfortable, compliant ride through the subtle flexing of the frame.

The intended rider of the Airfoil Pro is the triathlon professional or amateur racer, but also the recreational rider looking for exceptional performance. In order to accommodate all of these riders, IDE created six distinct frame sizes, allowing all to ride a precisely fitted bicycle.

About IDE Incorporated

IDE Inc. is a Scotts Valley, California product design firm providing multi-disciplined product design services to technology based companies throughout the world. IDE clientele include many of the world's most successful and innovative companies. Visit IDE's web site at www.ideinc.com.

About Kestrel

Kestrel is a pioneer in the production of composite bicycle frames and forks and is responsible for many of the industry's technical innovations including the first all-carbon fiber frame, the first all carbon mountain bike, the first modern full-suspension mountain bike design, the first use of aerodynamic tube sections in a production bicycle, and the first carbon fiber road fork. Visit Kestrel's web site at www.kestrel-usa.com.