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For Immediate Release

Press Release

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IDE Receives 2002 GOOD DESIGN Award For The Kestrel Edge Scotts Valley, CA (December 8, 2002)

The Chicago Athenaeum (Chicago Museum of Architecture and Design) has awarded IDE Inc. a 2002 GOOD DESIGN Award for the Kestrel Edge Mountain Bike Frame - one of only 100 plus products selected for product distinction by international juries in Iceland and New York. IDE's 17 years of award winning product design brought new ideas and solutions to the Edge project with an overall emphasis on ride quality, structural integrity, and distinctive looks. IDE's design team included: Sean Horita, IDSA, principal industrial designer; Tem Kuechle, IDSA, and Andy Hooper, IDSA, contributing industrial designers; Niall Macken, principal mechanical design engineer; and Bob Rogers, product branding and graphic design.

The GOOD DESIGN Award was founded in 1950 and is the oldest design competition worldwide. All awards and winners will be posted on the Museum's web site at chi-athenaeum.org beginning Jan. 1, 2003.

IDE Inc. provides multi-disciplined product design services to technology based companies throughout the world. IDE's clientele include many of the world's most successful and innovative companies.

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