

Press Release 09/15/2004 For Immediate Release

HERE IT IS! THE BICYCLE PEDAL OF THE FUTURE!



The SMP is 1½" in diameter and made from titanium and aluminum alloys.



The SMP is slightly visible attached to its cleat.



The SMP is Endorsed by Paula Newby-Fraser:

8 time Ironman Triathlon World Champion (1996, 1994, 1993, 1992, 1991, 1989, 1988, 1986); 2 Ironman Triathlon Career Wins (1986, 2000); Ironman World Record Holder (8:50:24); "Professional Sportswoman of the Year" by the *Women's Sports Foundation* (1990); "Greatest Triathlete in History" by *Triathlete* magazine (1999); "Greatest All-Around Female Athlete in the World" by ABC's *Wide World of Sports & Los Angeles Times*; "Female Pro Athlete of the Decade" by *Los Angeles Times* for the 1980's.

**"I experienced great success
with your pedals."**

Side-Mounted Detachable Pedal Assembly

United States Patent Number 6,745,643

Patent Issued June 8, 2004

Lubanski Thinks Up A Better Pedal: Aims To Change Bicycle Industry, History

Fifteen years ago, Bernard Hinault, a five time Tour de France winner, came into Steve Lubanski's Pasadena bicycle shop as a consultant for LOOK, promoting their frames and pedals. Lubanski, 46, a bike shop retailer since 1986 (then one of the largest LOOK dealers in the country) was astonished.

While talking shop with Hinault, Lubanski brought up the subject of pedal design. Since his teens, Lubanski has always tried to figure out how to "fix" things.

"Hinault agreed with me,"

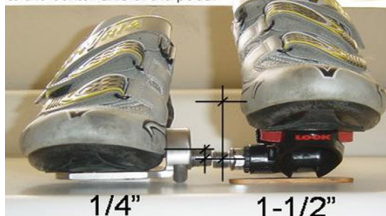
Lubanski says proudly, "that pedals had come a long way, but there still could be changes made to make pedaling easier and faster." Encouraged, Lubanski set his mind to make a better pedal.

Three years ago, Lubanski did it. He came up with a novel approach of making the foot almost an extension of the pedal spindle. That way, one would truly be pedaling a perfect circle!

"Steve's pedal" as his friends have nicknamed it (since they have been watching its development for the past two years) has gone through eight prototypes.

Lubanski calls his invention the SMP for side-mount pedal. He invited his family and friends to form *Pasadena Bicycle Manufacturing Company* to market the SMP in 2002. Encouraged by good preliminary testing, PBMC is confident of success and adding a new page to bicycle history.

Distance from the ball of the foot
to the center axis of the pedal



There's Power in the Pedal!

- First in the marketplace with the only side mounting pedal
- Increases speed & power
- Shortens transition time for triathletes
- Antitheft system
- Offers float or no float options in the same pkg
- New technology that advances the sport of cycling

It's A Paradigm Shift!



Steve Lubanski

- 18 years as specialty retail bicycle shop owner/operator of *Open Road Bicycle Shop*, 60 N. Sierra Madre Blvd., Pasadena, California
- Participated in and/or organized over 150 Century (100 miles) bicycle rides
- Lead the *Rose Bowl, Pasadena* group ride with over 200 cyclists from 1982 to 1992
- *United States Cycling Federation* Cat 2 Time Trial Racing, 1975 to 1984
- Won the *Mt. Baldy Hill Climb*, 1992
- *Pasadena, CA High School Graduate*, 1975

To interview
Steve Lubanski
call (626) 683-9987
at

Open Road Bicycle Shop

60 N. Sierra Madre Blvd.
Pasadena, CA 91107

or interview him at
"interbike"

at the Sands Convention Center,
Oct. 6-8, Las Vegas,
Booth #2465.