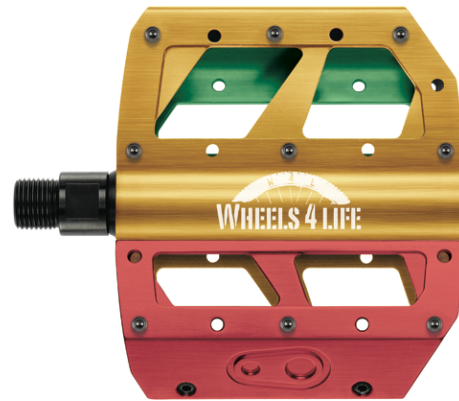




Special Edition Hans Rey Pedals Benefit Wheels4Life

crankbrothers teams with Rey, donates profits to charity.



For immediate release—LAGUNA BEACH, California—August 31, 2006—Crankbrothers announces the production of a special edition 5050 XX pedal designed by extreme biking legend and former Mountain Bike World Champion Hans Rey. Crankbrothers will donate all profits of the sale of the pedals to Wheels4Life.

Wheels4Life is a non-profit organization founded by Hans Rey, which provides bikes for people in Third-World countries in need of transportation to get to work or to school; including health care workers. Often these people live in very primitive and remote areas with no access or means to public transportation. In these cases, the gift of a bicycle can change a life.

Wheels4Life is staffed entirely by volunteers, including Rey himself. "This project has enormous potential," says Rey. "There are endless people who could greatly benefit from owning a bicycle or from having access to one...where having a bike can make all the difference in the world. For us, bikes are usually luxury items, sports objects, toys, etcetera. But for many people bikes are existential - they need them to go to the far away school, get to work, or be reached by nurses and healthcare workers. I'd like to see *Wheels 4 Life* become big enough to make a difference." For more on Wheels4Life: wheels4life.org.

Rey rides 5050 XX pedals in his travel adventures and Trials shows and is sponsored by crankbrothers. The company learned of Wheels4Life early this year, and wanted to support the program in an innovative way. They decided to make a special edition pedal to benefit the charity. The project was made even more exciting when they handed the creative design over to Rey. He designed the special-edition pedals in red, gold and green, with high-traction set screws. The pair includes extra black plates and pins, and a Wheels4Life logo gracing each pedal to show support for the organization.

The packaging features a photo of Hans and is something of a collectors item. The photo celebrates Rey's energy and humor. Crankbrothers hopes to make this the first in a series of special edition pedals designed by athletes.

Photos

Download hi-res photos here: http://www.crankbrothers.com/images_5050.php

Username: crankmedia, Password: media

With a refreshing focus on design, Crank Brothers offers a selective assortment of highly inventive, yet obviously simple products that make cycling more enjoyable. The Company's products include the Egg Beater, Candy, Mallet and Quattro pedals, the Power Pump, the Multi-19 and Multi-17 tools.

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