



Kenda Pro Cycling Welcomes Frankie Andreu and GEARGRINDER!

CLEVELAND, Ohio (October 16, 2009) – After its first season as a UCI Continental (Pro) Team, Kenda Pro Cycling continues to grow and expand, welcoming Frankie Andreu on board next season as director sportif, and Gear Grinder, a cyclist-specific casual clothing company as the new presenting sponsor.

After twelve years as a professional cyclist (1989-2000) for America's top teams – 7-Eleven, Motorola, and USPS - Andreu has worked as a director for top American teams (e.g., Toyota-United and Rock Racing) in addition to commentating for Universal Sports and Versus. He also has an elite coaching program and engages in motivational speaking all across America.

“Frankie’s professionalism and experiences are certain to elevate our team to the next level,” said team GM, Chad Thompson. “After years of working to take our team to new heights, adding the depth of knowledge that Andreu brings will challenge the riders to excel and surpass expectations. It is surreal to know that a long-time cycling idol is now actually a part of our vision and a part of our team!”

“Success through team*WORK*” is the basis of Andreu’s cycling management philosophy. His enthusiasm for the sport in addition to principles aimed at creating and sustaining in-depth team dynamics are welcomed assets for KENDA Pro Cycling p/b GEARGRINDER as it prepares to embark on its next successful season.

Another boost to the program is the addition of new presenting sponsor, GEARGRINDER. Along with the partnership with Paul Weaver, co-founder of GEARGRINDER apparel, came the recruitment of Chad Hartley, James Stemper, and Rob White from Weaver’s GEARGRINDER Elite Team, a dominant presence in the Mid-West last season. Hartley, who came back from a successful surgery to repair his iliac endofibrosis to dominate the Tour of America’s Dairyland,

and Stemper, who won Superweek's Best Amateur prize, will be added to the pro roster, while White will join the elite ranks for 2010.

The hiring of GEARGRINDER's top riders initiated conversations that resulted in successful negotiations between Inferno Racing LLC (Kenda Pro Cycling's management company) and GEARGRINDER. "The support GEARGRINDER is lending to the team is amazing," states Thompson. "It ended up being a perfect fit with Paul Weaver's riders becoming our riders and us choosing his clothing over any other. GEARGRINDER shares our passion and beliefs, and we see this partnership lasting for a long while."

More team 2010 news, roster announcements and sponsors will be released in the coming week(s).

Team updates are available at www.kendapro cycling.com.

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