

# **PERFORMANCE<sup>®</sup>** **BICYCLE**

## **FOR IMMEDIATE RELEASE**

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## **PERFORMANCE BICYCLE<sup>®</sup> CELEBRATES 100TH STORE OPENING WITH BIGGEST GIVEAWAY IN COMPANY'S HISTORY**

***Specialty Bicycle Retailer to Offer Prizes Including New Mountain Bike Valued at \$2,349 during Contest Timed with National Bike Month***

**CHAPEL HILL, N.C. – May 3, 2011 – Performance Bicycle<sup>®</sup>** ([www.performancebike.com](http://www.performancebike.com)), the nation's largest specialty bicycle retailer, has opened its 100th store in Long Beach, Calif., and is celebrating the milestone with its biggest giveaway ever. Throughout the month of May, guests have the chance to win the following prizes:

- 1st Prize: GT Sensor 9r Expert Mountain Bike – (MSRP \$2,349)
- 2nd Prize: Pearl Izumi Clothing Kit for two winners – (more than a \$475 value each)
- 3rd Prize: \$100 Gift Cards to 100 lucky winners

"The opening of our 100th store is a huge milestone for our brand and cause to celebrate with our guests and bike enthusiasts nationwide," said Jim Thompson, chief executive officer, Performance Bicycle. "As the milestone coincides with National Bike Month, we wanted to assemble the biggest group of prizes in our history: a new, top-of-the-line GT mountain bike, Pearl Izumi clothing kits and 100 Performance gift cards."

Entry details for the 100th store giveaway and additional contest information is available online at [www.performancebike.com/winbig100](http://www.performancebike.com/winbig100), Performance Bicycle's [Facebook](#) page and in stores nationwide until May 30.

Performance Bicycle stores in Long Beach, Calif. and Ann Arbor, Mich., the brand's first Michigan location, are celebrating their grand openings starting May 6. Performance's newest location in Greenwood, Ind., joins the celebrations on May 13.

### **The Performance Difference**

Performance Bicycle stores offer outstanding services and perks in cycling retail including:

- The broadest selection of leading brands at the best prices

- Every item Performance sells is backed by a 100 percent Satisfaction Guarantee and Low Price Promise
- Three ways to shop how you want, when you want – in store, by catalog or online at [www.performancebike.com](http://www.performancebike.com)
- Team Performance Buyer's Club - Gives 10 percent back on every purchase, free second-day shipping upgrades and other exclusive offers
- Spin Doctor Customization and Repair - Certified Spin Doctor Mechanics at every location, as well as providing live chat assistance at performancebike.com - ask our experts!
- Free Lifetime Adjustments with every bike purchase
- Easy returns – 100 percent Satisfaction Guarantee
- Kid's bikes come with Free Size and Safety Fitting
- Kid's Bike Growth Guarantee - discounts up to 20 percent off on new bikes when kids have outgrown their old ones
- The nation's largest and longest serving retailer with 29 years in specialty bike retailing

### **Where to Find Performance**

Performance offers three great ways to shop: in store, by catalog and online at PerformanceBike.com. Guests can always check the Deal of the Day on the Performance Bicycle® website or by following [Performance on Twitter](#), [@performance\\_inc](#), and on [Facebook](#).

### **About Performance Bicycle®**

Performance Bicycle® is the No. 1 omnichannel specialty bicycle retailer in the U.S. and is a wholly owned subsidiary of Performance Inc. Performance provides an omnichannel cycling retail experience that spans 100 stores nationwide, catalogs and [www.performancebike.com](http://www.performancebike.com), all catering to both the avid biking enthusiast and the recreational rider. Performance Inc. is majority owned by North Castle Partners of Greenwich, Conn. For more information about Performance Bicycle, please visit [www.performancebike.com](http://www.performancebike.com).

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