



PERFORMANCE BICYCLE SELECTS 3POINT5.COM FOR ONLINE RETAIL TRAINING

CHAPEL HILL, NC (September 21, 2009) – Performance Bicycle, the nation's largest specialty bike retailer, announced today that it has selected 3point5.com to provide online training for Performance's retail salespeople.

3point5.com specializes in developing online education, training and incentive programs for leading brands in sporting goods and related consumer product industries. 3point5.com's services will complement Performance's in-person, hands-on retail training, especially as the company continues to expand its retail presence.

"As a regular part of our training regimen, 3point5.com will make sure that our retail Sales Associates' product knowledge remains current, consistent and accurate," said Tom Cross, vice president of stores for Performance Bicycle. "Many of our vendors already offer their online training through 3point5.com, and Sales Associates who have used 3point5.com in the past have enjoyed the content. We hope our decision to embrace this proven method will encourage other brands to offer their online training through 3point5.com, as well."

Added Cross, "This proven training method makes our retail employees more comfortable having sales conversations with customers. It's also a big reason our vendors are generating more product sales."

3point5.com has over 165,000 registered retail salespeople and just eclipsed 6 million "Edu-Games", fast-paced online quizzes that test retail sales knowledge. The company hosts training sites for over 140 manufacturers across several markets, including Bike, Snowsports, Outdoor, Hunt/Fish, Action Sports, Golf, Tennis and Footwear.

"We are thrilled to partner with the nation's leading bike retailer," said 3point5.com CEO Duncan Robins. "We believe this relationship will quickly increase our growing stable of bike-related manufacturers while simultaneously improving retail sales employee knowledge on the Performance sales floor."

About Performance Bicycle

Performance Bicycle is the number one bike specialty retailer in the U.S. and is a wholly owned subsidiary of Performance Inc. Performance provides a multi-channel cycling retail experience that spans catalogs, a website at www.performancebike.com and 86 nationwide stores that cater to both the avid biking enthusiast and the recreational rider. Performance Inc. is majority owned by North Castle Partners of Greenwich, Connecticut. For more information about Performance Bicycle, please visit www.performancebike.com.

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