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PERFORMANCE BICYCLE HIRES ANDY KENNEMER AS SENIOR VICE PRESIDENT OF E-COMMERCE

CHAPEL HILL, N.C. (Jan. 16, 2012) – [Performance Bicycle](#), the nation’s premier specialty cycling retailer, has appointed Andy Kennemer as senior vice president of e-commerce. In this role, Kennemer will be responsible for the strategic leadership of e-commerce, including accelerating the use of digital, mobile and social media to create a seamless multi-channel shopping experience for the customer.

“Performance Bicycle created one of the first e-commerce sites in the cycling industry. Andy will be instrumental in helping maintain our online leadership in the category and keep us at the forefront of innovation and usability, ensuring site features and overall experience exceed customer expectations,” said David Pruitt, CEO, Performance Bicycle. “Andy’s e-commerce experience and acute understanding of the online customer experience, coupled with his fresh perspective on digital media, will be a strong asset for our company.”

Kennemer brings more than 12 years of experience related to online marketing and customer acquisition strategies. Formerly, he served as vice president of social media and marketing at Resource Interactive, one of the largest independent digital agencies focusing on clients in the retail and consumer goods industries.

“I have long admired the Performance Bicycle brand and its dedication to value, quality, and service,” said Kennemer. “I look forward to driving growth, reaching new customers and promoting an active lifestyle.”

Prior to Resource Interactive, Kennemer served as vice president of Internet strategy and online acquisition with Victoria’s Secret. While there, he managed significant parts of the user experience on the site and online marketing programs. Kennemer holds a bachelor’s degree in psychology and business from the University of Texas, Austin, and an MBA from The Ohio State University’s Fisher College of Business.

For more information about Performance Bicycle, please visit www.performancebike.com.

About Performance Bicycle®

Performance Bicycle® is the No. 1 cycling retailer in the U.S. and is a wholly owned subsidiary of Performance Inc. Performance provides a multichannel cycling retail experience that spans more than 100 stores nationwide, catalogs and www.performanceBike.com, all catering to both the avid cycling 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, join us on [Facebook](#) or follow us on [Twitter](#).

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