



PERFORMANCE BICYCLE INTRODUCES KIDS BIKES IN A BOX

- Fully Assembled Kids Bikes to Help Parents, Just in Time for Holidays -

CHAPEL HILL, NC, September 17, 2009 – Parents on the hunt for [kids bikes](#) this holiday season will have a fast and easy way to find the bike they want and have it shipped, fully assembled, to their doorstep.

Performance Bicycle announced today the introduction of Kids Bike in a Box, a new offering that lets parents go online to shop for boys and girls bikes and take one less worry away from their busy schedules. The Performance-branded kids bikes provide great value for parents, and are shipped fully assembled without additional surcharges for weight or size—a first in cycling retail.

“Our new Kids Bike in a Box offering is designed to offer convenience and excellent value to Mom and Dad, especially during the holidays,” said Jim Thompson, chief executive of Performance Inc. “Bike in a Box is a new way for parents to choose the best bike at the best price, and make sure that it’s ready to ride as soon as it’s delivered, with the assurance that every bike is assembled for quality and safety.”

Performance’s Kids Bikes in a Box offers youth bikes for ages 3 to 12, professionally assembled and ready to ride. The bikes come in five different sizes: 12 inch, 16 inch and 20 inch for path and pavement bikes, and 20 inch and 24 inch for mountain bikes. The kids bikes also come in an assortment of colors for boys and girls. Prices for Performance’s youth bikes range from \$89 to \$220.

Kids Bike Growth Guarantee®

As part of its mission to help parents select the right bike for their child, Performance offers the Kids Bike Growth Guarantee®, a program that allows families to trade in bikes as their children grow to receive discounts on new bikes. Every bike sold comes with Performance’s 100 percent satisfaction guarantee and 90-day low-price promise: any customer not completely satisfied can return their bike for a replacement or full refund; and Performance will match any advertised price on the same item within 90 days of purchase.

Performance Makes Choosing, Buying Kids Bikes Easier

Performance’s Web site and 86 retail store locations are designed to appeal to families looking for great value in the right bicycle—whether it be a road bike for Dad, a mountain bike for Mom or a balance bike for junior. Performance offers families:

- **Easier bike selection** – Every bike is clearly defined and placed into one of five major categories to help Mom, Dad and the kids choose the bike that’s right for each of them: Road, Mountain, Path & Pavement, Women’s and Kids.
- **Top cycling brands at a great price** – Performance offers trusted, world-renowned brands such as Fuji, Pearl Izumi, Louis Garneau, GT, Mongoose and Schwinn.
- **Wide apparel and gear selection** – Mom and Dad have a wide range of bike apparel and accessories to choose from to outfit the whole family.

[Performance Bicycle](#) offers three great ways to shop: by store, by catalog and through its website at [PerformanceBike.com](#).

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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