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PERFORMANCE BICYCLE JOINS BIKES BELONG COALITION

CHAPEL HILL, N.C. (Nov. 29, 2011)—[Performance Bicycle](#), the nation's premier cycling retailer, and [Bikes Belong](#), a national coalition of bicycle retailers and suppliers dedicated to putting more people on bikes more often, today announced that Performance Bicycle has joined Bikes Belong. Additionally, Performance Bicycle CEO, David Pruitt, will serve on the Bikes Belong Board of Directors.

"We're thrilled to have Performance Bicycle in the coalition, and that David has agreed to serve on our Board," said Tim Blumenthal, president, Bikes Belong. "Performance's membership will not only increase the exposure of our organization, but most importantly, help us build awareness for cycling and get more Americans on bikes. Their participation will help us advance cycling through events, grant programs, advocacy and more."

Several societal, environmental and health problems will be addressed if more people spend more time on bikes. Bikes Belong works to increase federal bike funding, awards grants to support innovative bike projects, promotes bicycling and its benefits, and backs crucial national efforts such as:

- Safe Routes to School
- Bicycle Friendly Communities
- National Bike Summit

"Bikes Belong is a natural fit for Performance," said David Pruitt, CEO, Performance Bicycle. "Our passion for cycling and commitment to our local communities align perfectly with the coalition's mission. We look forward to working with Bikes Belong to encourage more people across the country to participate in cycling, and to help the coalition bring awareness to issues that affect cycling at the local, state and federal levels."

In 2010, Performance Bicycle helped gather signatures for [Peopleforbikes.org](#) (PFB), a multi-faceted campaign to get 1 million Americans to sign the pledge for safer and more convenient bicycling in America. Performance Bicycle will continue to support PFB.

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, visit us on [Facebook](#) or follow us on [Twitter](#).

About Bikes Belong

The [Bikes Belong Coalition](#) is the U.S. bicycle industry organization dedicated to getting more people riding bikes more often. Bikes Belong works to increase federal bike funding, awards grants to support innovative bike projects, promotes bicycling and its benefits, and backs crucial national efforts such as Safe Routes to School, Bicycle Friendly Communities, and the National Bike Summit. The affiliated [Bikes Belong Foundation](#) focuses on improving bicycle safety and enhancing children's bike programs.

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