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**PERFORMANCE BICYCLE ANNOUNCES HIRE OF
CAROL WENTWORTH AS SENIOR VICE PRESIDENT OF MARKETING**

CHAPEL HILL, N.C. (Nov. 30, 2011)—[Performance Bicycle](#), the nation's premier specialty cycling retailer, adds expertise with the addition of Carol Wentworth as senior vice president of marketing. In this role, Wentworth will develop and manage strategic marketing for the brand.

"We are thrilled to have Carol join our team," said David Pruitt, CEO, Performance Bicycle. "Her experience with traditional, digital and loyalty marketing is extensive. We look forward to utilizing Carol's wealth of knowledge to help lead our marketing team at Performance Bicycle, and engage and grow our customer base across the nation."

Wentworth brings more than 20 years of experience related to retail marketing, advertising and e-commerce. Most recently, she served as vice president of marketing at True Value Company for nine years, helping drive the company's brand strategy, in-store experience, e-commerce business and market research.

"The opportunity to lead the marketing team at Performance Bicycle is exciting," said Wentworth. "Performance stands for great value, quality and service in a growing industry. I look forward to further developing and growing the brand while promoting an active lifestyle."

Prior to her time at True Value, Wentworth served in various marketing capacities at Fred Meyer, Inc., Campbell-Mithun-Esty Advertising, Bread & Circus Supermarkets and Northampton Food Cooperative. Wentworth holds a bachelor's in English literature from Smith College, as well as a master's in business administration from the Lake Forest Graduate School of Management.

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

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