



PERFORMANCE BICYCLE'S CARY STORE CELEBRATES RE-GRAND OPENING WITH BIKE RECYCLING DRIVE, GIVEAWAYS

- A New Look and Feel for America's #1 Specialty Bike Retailer -

CARY, NC, May 2, 2009 — Performance Bicycle is hosting a re-grand opening of its Cary store on Saturday, May 2 that will give children and adults the opportunity to donate their old bike and a chance to win a new one.

The celebration event at Performance Bicycle's Cary store will last from 10 am to 2 pm and will feature:

- **Bike Donation Drive with The ReCYCLERY** – Anyone who donates their old bike from 10 am to 2 pm on Saturday will receive a tax write-off and a coupon good for 10 percent off the purchase of a new bicycle at Performance.
- **Kids and Adults Bike Giveaway** – Performance will give away one kid's bicycle per hour between Noon and 2 pm. Adults can enter to win a drawing for a Fuji SL-1 Pro Bike, a top-of-the-line road bike from one of cycling's leading manufacturers.
- **Giant Prize Wheel** – The wheel allows anyone to walk away a winner!

In addition to the giveaways and recycling drive, ESPN affiliate 99.9 The Fan will broadcast on site and will offer their own prizes and giveaways from Noon to 2 pm.

For the bike donations, Performance is working with the Triangle's own ReCYCLERY, a not-for-profit organization that collects and refurbishes bikes for those who need them. Like Performance, The ReCYCLERY is committed to getting more people biking for transportation and recreation.

"We want more people to discover the joy of biking," said Jim Thompson, chief executive of Performance, Inc. "Families and individuals are focusing on their health, their pocketbook and the environment. As a result, many more of us are rediscovering a great American pastime."

The new Performance Bicycle store in Cary offers a wide selection of bicycles organized by five easy-to-understand categories: Road, Mountain, Path & Pavement, Women's and Kids. The Cary store also features a new Spin Doctor™ area that offers free basic bike fitting and dependable service for all bike needs.

Every item Performance sells is backed by a 100 percent satisfaction guarantee/90 day low price promise, plus all bikes get free lifetime adjustment.

Performance Bicycle offers three great ways to shop: by store, by catalog and through its website at www.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 83 nationwide stores that cater to both the avid cycling 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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NOTE TO EDITORS AND PRODUCERS – MEDIA KIT AVAILABLE: "RIDING WITH KIDS" CHECKLIST; RIDING SAFELY; AND BASIC EQUIPMENT GUIDE