

## Performance Bicycle Names Cindy Marshall Chief Marketing Officer

Chapel Hill, NC – June 4, 2010 – [Performance Bicycle](#), the largest specialty bike retailer in the U.S., announced today the appointment of Cindy Marshall as Chief Marketing Officer.

Marshall joins Performance at a time when the company is expanding its retail store footprint to more than 90 stores nationwide by the end of the summer. Performance also has created a new brand, reflected in its retail, Web and catalog channels, that is designed to reach everyone from dedicated cyclists to casual riders. As CMO, Marshall will be responsible for steering that brand vision and will oversee all aspects of the company's marketing.

"Performance is on a mission to make cycling more accessible, and to make cycling retail more fun. That is exciting to me as a marketer and as an avid cyclist," said Marshall. "Biking is coming to occupy a more central and vibrant place in American culture, thanks to social and economic influences. This is the perfect time to help lead a brand like Performance."

Marshall comes to Performance from a career spent in a number of marketing leadership roles with major brands. Most recently she has served as the president of Pace E-Commerce, a division of Pace Communications, where she was responsible for a number of major retail websites. Marshall also has a strong background in multichannel retail, having led the marketing and e-commerce efforts of both The Vermont Country Store and Ross-Simons, and held senior marketing roles at L.L. Bean.

"Cindy's experience and success with brand-name, multichannel retailers is a huge asset to the Performance team," said Jim Thompson, CEO of Performance Inc. "She will help us achieve our goal of making Performance Bicycle the go-to destination in cycling, whether a guest rides every day or hasn't been on a bike since they were a kid. We strive to be a fun and friendly place that people can trust to give them the best experience and the largest collection of essential cycling brands."

### 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](http://www.performancebike.com) and 88 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](http://www.performancebike.com).

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