



FOCUS and Performance Bicycle Form Multichannel Sales Alliance

Tour de France-tested FOCUS brand to be part of premium bike lineup for the nation's largest specialty bike retailer

(December 11 — Carlsbad, CA and Chapel Hill, NC)—FOCUS Bicycles USA and Performance Bicycle today announced an alliance in which FOCUS bicycles, newly launched in the United States, will be sold through Performance's website, catalog and select retail locations, beginning in Spring 2010.

FOCUS produces a complete line of German-engineered road, mountain, triathlon, cyclo-cross and commuter bikes. In the six months since its U.S. launch, FOCUS has generated significant interest through Interbike and the international cycling media. The organization has also created a nationwide sales force, who together with FOCUS leadership, are building a growing independent dealer base in the United States and Canada. FOCUS is also proud to be the choice of Germany's Team Milram and the U.S.-based Jelly Belly Professional Cycling Team.

Through this new relationship, FOCUS will serve as a key component in Performance's sales strategy. This marks another important step in Performance's brand strategy of optimizing the guest experience through its website, catalog and retail locations. Performance and FOCUS will aim to serve a broad range of cyclists, from the recreational participant to the serious enthusiast.

"FOCUS is proud to align itself with Performance as it continues to strengthen its position in the market," said FOCUS Bicycles USA CEO Scott Rittschof. "Under the leadership of CEO Jim Thompson and his energized team, Performance has demonstrated through its new store concepts, employee training programs and other initiatives that it is poised to gain share as the country's largest lifestyle-based cycling retailer. By becoming part of their multichannel strategy, while respecting the continued growth of our valued IBD network, we will reach more riders who would call FOCUS their bike of choice. The fact that Performance is in alignment with this is very exciting to us."

Through selected retail stores, and through its popular Web and catalog, Performance will feature a selection of premium FOCUS models, which are recognized around the world for their "by professionals, for professionals" design, engineering and ride quality.

"We build our business from the consumer experience back. The retail consumer has voted, and they want to shop three ways – stores, Internet and catalog. Our partnership with Focus aligns perfectly with our business strategy," said Jim Thompson, CEO of Performance, Inc. "Adding FOCUS to Performance's trusted bike brands is another important milestone in our commitment to offering guests a great selection at great value. FOCUS represents the type of partner we love doing business with. We are pleased to be a part of their U.S. launch."

Drawing from 27 years in the bike business, Performance also has Spin Doctor™ service departments at every Performance location providing expert advice and services.

About FOCUS Bicycles USA

Based in Carlsbad, California, FOCUS Bicycles USA is dedicated to enhancing the cyclist's experience with premium, race-inspired designs that integrate German engineering, precision design and cutting-edge technology. True to the brand's German lineage, FOCUS bicycles are developed, built, tested and delivered with utmost efficiency and to exacting standards. For more information check www.focus-bikes.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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