



Performance Bicycle Introduces Forté Carbon Road Bike Components

- New 10-Speed Carbon Road Bike Components are High-Performance Replacements and Offer Great Value for Recreational and Serious Cyclists; Derailleurs and Dual Control Shifters Can be Bought Separately or Together -

CHAPEL HILL, NC, October 27, 2009 – Performance Bicycle, the nation's largest specialty bike retailer, is introducing a new line of high-performance carbon components for road bikes under its Forté brand, giving cyclists a new alternative for high-quality replacement parts.

The new Forté line of 10-speed [road bike components](#) offers serious cyclists unmatched value in replacement parts. Forté's 10-speed front derailleur, carbon rear derailleur and dual control shift levers are lightweight and deliver the kind of performance cyclists demand at a competitive price. As a group, the Forté line of components will retail for less than \$400 and are Shimano®-compatible.

The lightweight carbon construction of the road bike components delivers smooth, precise and quick shifting that makes for a fast, enjoyable ride.

"The Forté line of components is engineered for lightweight performance, accuracy and durability," said Jim Thompson, chief executive of Performance Inc. "Cyclists are going to find these new components are an excellent value, with a price that's hard to beat."

Performance created the Forté brand to give cyclists a combination of high quality and high value in roadbike gear. Forté road bike components are designed to deliver the same features and style as brand name products, at a competitive price point.

Cyclists can rely on Performance's Spin Doctors™ to install their Forté components, regardless of the make or model of their bike. The Forté road bike components also are sold with Performance's 100 percent satisfaction guarantee, which allows any customer not completely satisfied to return their purchase for a replacement or full refund.

[Performance Bicycle](#) offers three great ways to shop: by store, by catalog and through its website at [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 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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Contact:

Brian Posnanski
brian@traffic-prm.com
314-968-7712