

PERFORMANCE BICYCLE® TO EXPAND IN D.C., RELOCATE IN PORTLAND

Performance Will Open New Store in Columbia, Maryland; Relocate and Expand Existing Store in Tualatin, Oregon— All Stores Now Feature Spin Doctor™ Departments.

CHAPEL HILL, NC, August 4, 2010 — Performance Bicycle® (www.performancebike.com), the nation's largest specialty bike retailer, today announced that it will open a new retail store in Columbia, Maryland, and relocate its existing store in Tualatin, Oregon (Portland).

The new locations join 92 [Performance Bicycle® stores](#) nationwide. All are based on an innovative store design that makes it easier for guests to find the bike or equipment they're looking for. All Performance Bicycle® stores now include a professionally staffed Spin Doctor™ Department to provide a go-to cycling resource for avid and casual riders alike. The stores also offer a full assortment of bikes—Road, Mountain, Path & Pavement, Women's and Kids—and the latest in cycling gear, accessories and apparel.

The Grand Openings for the Columbia and Portland stores are set for August 13th. Their locations are:

- [Columbia, MD](#) (Baltimore/D.C.) – 6455 Dobbin Road, Dobbin Shopping Center
- [Tualatin, OR](#) (Portland) – 7071 SW Nyberg Street, Nyberg Woods Shopping Center

“Our new stores are designed to demystify cycling,” said Jim Thompson, chief executive officer of Performance, Inc. “We want to help more people make cycling an everyday part of their lives, and turn Performance Bicycle into the top destination for anyone who loves bikes as much as we do. If we can make our stores a fun and friendly place, we can help more people embrace the fun and benefits of cycling in communities everywhere.”

The all-new Spin Doctor™ service departments offer free bike fitting with every bike purchase, in addition to repair and customization services. Spin Doctor departments are staffed by experienced and certified mechanics who are able to service and repair all bike brands and offer advice on everything from bikes and bike maintenance to great places to ride.

Performance Bicycle® offers free Lifetime adjustments for every bike purchased, and every item Performance sells is backed by a 100 percent Satisfaction Guarantee and a Low Price Promise. Kid's bikes come with Free Size and Safety Fitting. Performance Bicycle's own [Kid's Bike Growth Guarantee](#) offers discounts on new bikes when kids have outgrown their old ones. Guests can also join the Team Performance® Buyer's Club, cycling's top buyer's club, to get ten percent back on every purchase, free second-day shipping upgrades and other exclusive offers.

Thompson adds, “We offer the best possible experience for anyone looking for a bike. We do that through the new look and feel of our stores, our award-winning website, free catalog, a broad assortment of cycling gear, incredible value, and the expertise of the cyclists who make up the outstanding Performance team.”

Where to Find Performance

Performance offers three great ways to shop: by store, by catalog and online at PerformanceBike.com. Guests can always check the Deal of the Day on the Performance Bicycle® website or by following [Performance on Twitter](#), @performance_inc, and on [Facebook](#).

About Performance Bicycle®

Performance Bicycle® is the number one multi-channel 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 92 stores nationwide 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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