



Performance Bicycle Named to Internet Retailer's Hot 100 List

Chapel Hill, NC (PRWeb) December 17, 2009 – Internet Retailer magazine has named Performance Bicycle, the nation's largest specialty bike retailer, to its annual Hot 100 list of the best online retailers.

Internet Retailer's annual Hot 100 list ranks the e-commerce retailers that the magazine considers the most innovative, and this year Performance joins Amazon, Apple, Best Buy and Wal-Mart on the list. Among the criteria the magazine used to rank online merchants were a dedication to connecting with customers, serving as an expert source, offering a personalized experience and emphasizing value.

"Obviously, performancebike.com is a critical part of our multichannel retail strategy, and making the Internet Retailer Hot 100 is an important recognition of our commitment to guests who shop online," said Jim Thompson, CEO of Performance Inc. "This year, we redesigned our site to make it faster, friendlier, more interesting and easier to use. Our guests have told us they want many ways to shop, and we are determined to make every channel we sell through—store, website and catalog—deliver the best experience possible."

Thompson said that Performance recently made available new services on its website, including Spin Doctor Pro Bike Build™ and Kids Bike in a Box™, which offer professionally assembled adult and children's bikes that are shipped direct to guests' front door. Also, everything Performance sells through performancebike.com comes with the company's 100 percent satisfaction guarantee.

Performance offers guests three ways to shop: by store, by catalog and 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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