



**FOR IMMEDIATE RELEASE**

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## **PERFORMANCE BICYCLE® ANNOUNCES FOUR STORE OPENINGS IN MAY**

*Company Continues Nationwide Expansion with New Stores in Three States, Including California, Michigan and Indiana*

**CHAPEL HILL, NC – April 11, 2011 – Performance Bicycle®** ([www.performancebike.com](http://www.performancebike.com)), the nation's largest specialty bike retailer, announces that this May the company will open four new retail stores in the Midwest and West Coast, including Indiana, and Southern California, as well as its inaugural store opening in Michigan.

These four locations join 99 [Performance Bicycle stores](#) nationwide, providing cyclists from coast-to-coast a destination to shop for bikes, accessories and service.

Every store is designed to be a friendly one-stop shop for all levels of cyclists—from serious riders and competitors to beginners looking to purchase their first bike. From road, mountain and path and pavement bikes to women's and kid's bikes, all Performance Bicycle locations stock a full selection of bikes for any rider, anywhere.

To fully assist all customers, each Performance Bicycle store is staffed with Spin Doctors™, a team of experienced and certified mechanics available for expert insights and questions. The Spin Doctor service department offers free bike fittings with every bike purchase, repair and customization services, and a valuable resource for advice on what type of bike to buy or great places to ride.

The Grand Openings are set to take place on May 6 and May 13 to coincide with the spring cycling season. Dates and individual locations are:

- **Friday, May 6**
  - **Greenwood, Ind.** (Indianapolis) – 8830 US Route 31 South, Indianapolis, IN 46227
- **Friday, May 13**
  - **Berkeley, Calif.** (San Francisco) – 1824 University Ave, Berkeley, CA 94703
  - **Ann Arbor, Mich.** – 3059 Oak Valley Drive, Ann Arbor, MI 48103
  - **Long Beach, Calif.** – 7611 East Carson Street, Long Beach, CA 90808

"We are thrilled to bring Performance Bicycle stores to even more markets and introduce the local communities to our wide variety of product and expertise within the world of cycling," said

Jim Thompson, chief executive officer of Performance Bicycle, Inc. “It’s our mission to make cycling a healthy lifestyle activity that anyone can embrace. We support this with our expansive inventory and offer bikes for numerous categories – from the hard-core racer and mountain biker to a daily commuter and beginner – so that everyone can enjoy their cycling lifestyle.”

### **The Performance Difference**

Performance Bicycle stores offer outstanding services and perks in cycling retail, including:

- Free Lifetime adjustments for every bike purchased
- Every item Performance sells is backed by a 100 percent Satisfaction Guarantee and Low Price Promise
- Kids’ bikes come with Free Size and Safety Fitting
- [Kid’s Bike Growth Guarantee](#) offers discounts on new bikes when kids have outgrown their old ones
- [Team Performance® Buyer’s Club](#) gives ten percent back on every purchase, free second-day shipping upgrades and other exclusive offers

### **Where to Find Performance**

Performance offers three great ways to shop: in 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](http://www.performancebike.com) and 99 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](http://www.performancebike.com).

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