

PERFORMANCE BICYCLE EXPANDS IN CHICAGO STORE WITH 'BIKE TUBE BLOW-OUT'

Performance expands in Chicago market with bike tube recycling drive to save tons of rubber from local landfills

Chapel Hill – June 8, 2010 — **Performance Bicycle**, the country's largest specialty bike shop, is set to open its fifth store in Chicago with a bike tube recycling drive.

Next weekend, from June 18 to June 20, Performance (www.performancebike.com) will celebrate the grand opening of its newest location in Chicago with the Bike Tube Blow-Out, a recycling program sponsored by Performance and Liberty Tire, the largest scrap tire recycler in the country. During the weekend, anyone can bring their used or blown-out inner tubes to the store and receive up to three \$5 money cards for each tube they recycle. The new Performance Bicycle is located at 2830 South Highland Avenue in the Highlands of Lombard Shopping Center.

"Chicago is an awesome cycling market, which is why this is our fifth store in the market," said Jim Thompson, chief executive officer of Performance, Inc. "Few other cities can match the number of great events like Bike the Drive and the Boulevard Lakefront Tour, which show just how popular cycling is and how committed Chicagoans are to cycling. Organizations like the Active Transportation Alliance are doing great things to make the city more cycling friendly. It's the right time to expand our presence in this terrific market."

Performance designed its new Lombard store to appeal to everyone from dedicated road bike racers to the casual or beginning rider. The store's [Spin Doctor](#)™ service department serves as a helpful guide for anyone interested in getting the most out of their bike—or getting back on one.

"Our goal at Performance is to demystify cycling," added Thompson. "The new Chicago store is designed to make cycling retail fun and easy to understand. We are eager to be involved in a movement to help people discover or rediscover the thrill of riding a bike."

Thompson added that Performance makes it easy to:

- **Choose the right bike** – Every bike is clearly defined and placed into one of five major categories: Road, Mountain, Women, Path & Pavement and Kids.
- **Get fast, expert service with Spin Doctors**™ – Performance's trained team of bike experts helps customers choose the right equipment and provides fast, reliable service.
- **Find top cycling brands at a great price** – Performance offers world-renowned brands such as Fuji, Pearl Izumi, Louis Garneau, GT and Shimano.
- **Get wide apparel and gear selection** – Performance sells more cycling shorts than any other bike retailer in the world; guests can choose from a wide range of apparel and accessories.

Performance Bicycle: The Best Deals in Cycling

Performance backs up every sale with a 100 percent satisfaction guarantee and 90-day Low Price Promise, including free lifetime adjustments. The [Kids Bike](#) Growth Guarantee allows families to trade up and get discounts on new bikes as children grow. Guests also can join the Team Performance® Buyer's Club, cycling's number one buyer's club, to get ten percent back on every purchase, free second-day shipping upgrades, and other exclusive offers.

Performance Bicycle offers three great ways to shop—by store, by catalog and online at PerformanceBike.com.

Follow Performance on Twitter, [@performance_inc](#) and on Facebook at www.facebook.com/performancebike.

**NOTE TO EDITORS AND PRODUCERS – MEDIA KIT AVAILABLE: "RIDING WITH KIDS"
CHECKLIST; RIDING SAFELY; AND BASIC EQUIPMENT GUIDE**

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 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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