

FOR IMMEDIATE RELEASE

## Performance Bicycle Racing Team Adds Veteran Rebecca Larson to Team

*Veteran of USA National Team Adds Valuable Experience to  
Performance's Elite Women's Racing Team*

**Chapel Hill, NC – May 27, 2010 – Performance Bicycle**, American's number one multi-channel specialty bike retailer, and the **SpokesWomen Syndicate**, announced today that Rebecca Larson, has joined the Performance Bicycle Racing team.

Larson made her Performance Bicycle Racing debut on May 22 and May 23 in Elberton, GA. With the help of her new teammate, Gina Voci, Larson chalked up two wins in the Pro 1/2 women's field. Larson was a member of the USA National Team in 2007 and 2008 and boasts 10 national championships. Larson joins an elite women's cycling team composed of women who have reached USA cycling category 1 or 2 status, the same category as professional women in USA cycling. Larson currently attends the University of Georgia as a graduate student in pursuit of a PhD in exercise physiology.

"The Performance team is having a great season," said Jim Thompson, chief executive officer of Performance, Inc. "Rebecca is the kind of athlete who inspires women of all ages and we're thrilled to have her as part of this accomplished team of women with whom we share a common goal—getting more women to discover the enjoyment of cycling."

Larson joins the 2010 Performance Bicycle Racing team cyclists Cara Applegate, Evie Boswell-Vilt, Kirsten Davis, Kathryn Okenatez-Mahoney, Chris Tommerdahl, Dana Treiber Martin, Nicole Vincent-Jordan, Gina Voci and Bergen Watterson. The team is supported by professional mentors and development team leaders Annie Lux, Ainhoa Perez-Diez and Hadley Trotter. Primarily focused on road bike racing, the team also includes top and professional level mountain bike, triathlete and cyclocross riders.

"I'm a student but racing is my life," said Larson. "Having a sponsor like Performance lets our team focus more on training and our personal lives. I'm thankful for a support system that encourages and promotes women in professional cycling."

The Performance Bicycle Racing team continues its national and regional campaign with the upcoming races: Tour of Somerville, Liberty Classic, Nature Valley, Tour of America's Dairyland, Fitchburg, Superweek, Master's National, Presbyterian Hospital, Hanes Park and the US 10k.

"Performance Bicycle Racing cyclists who are committed to making a name for themselves on the bike and off as medical doctors, professional researchers, full-time students, a professional triathlete and business professionals," said Thompson. "We are proud to support their dreams and to be associated with the SpokesWomen Syndicate."

For news and updates about Performance Bicycle Racing, go to <http://spokeswomensyndicate.com>, and follow Performance on Twitter, @performance\_inc and on Facebook.

### **About Performance Bicycle**

Performance Bicycle is the number one multi-channel specialty bike 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 88 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](http://www.performancebike.com).

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