

PERFORMANCE BICYCLE® PARTNERS WITH “PEOPLE FOR BIKES” TO IMPROVE THE FUTURE OF BIKING

Nation’s largest specialty bike retailer joins campaign to generate one million signatures to improve bicycling conditions in the U.S.

Chapel Hill, NC, September 1, 2010 – Performance Bicycle®, the country’s number one specialty bike retailer, announced today that it is partnering with [People for Bikes](#) in an unprecedented nationwide campaign to encourage public funding to improve bicycling infrastructure and make our communities friendlier places to ride. The People for Bikes campaign, a brainchild of the Bikes Belong Foundation, aims to collect one million signatures to raise awareness and support for biking and bicycling initiatives all over the country. Anyone can sign the pledge by going to www.peopleforbikes.org/pledge.

The goal of the People for Bikes pledge is to unite all cyclists, whether they’re road bike warriors, mountain bikers or casual commuters, to rally under one cause and send a message to elected leaders and policy makers, the media, and the general public that bicycling is important and needs greater support. Launched in April 2010, the campaign has already generated more than 60,000 signatures, and with Performance Bicycle’s support, will continue to grow that number.

“We’re experiencing a bicycling renaissance in the U.S.,” said Jim Thompson, CEO of Performance, Inc. “With the federal transportation bill coming up for review—an opportunity that only comes around once every six years—now is the right time for all of us to show that Americans want safe and accessible bike lanes, paths, and trails, as well as policies that encourage biking.”

Performance Bicycle® will take an active role in promoting the campaign online at www.performancebike.com, and at the more than 90 Performance [stores nationwide](#), where guests can learn more about People for Bikes and sign the pledge.

Tim Blumenthal, leader of the campaign and president of Bikes Belong, said, “Every new pledge will help us convince the federal government to make additional, cost-effective investments that improve bicycling for all Americans. Performance, with its large, loyal and diverse customer base, is an ideal partner to help unite one million voices under the People for Bikes banner.” For more information and to sign the pledge, visit www.peopleforbikes.org/pledge.

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 93 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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