

PERFORMANCE[®] **BICYCLE**

FOR IMMEDIATE RELEASE

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PERFORMANCE BICYCLE[®] RESTRUCTURES MANAGEMENT TO LEAD CONTINUED GROWTH OF BRAND

Industry veteran within sporting goods to ignite brand, sales and product offerings

CHAPEL HILL, N.C. – June 14, 2011 – Performance Inc., operator of Performance Bicycle[®] (www.performancebike.com), the nation's largest specialty bicycle retailer, and Bike Nashbar (www.nashbar.com), the cycling industry's closeout and discount leader, today announced the appointment of David Pruitt as Chief Executive Officer.

"David brings years of experience at the Company where he has proven himself a tremendous leader," said Chip Baird, director, North Castle Managing Partner and Performance, Inc. "We are excited to be partnered with David in executing an aggressive growth strategy for the business."

The promotion recognizes Pruitt's outstanding leadership and achievements within the company over the past 20 years, most recently serving as the company's president and chief financial officer. In these capacities he oversaw the accounting, IT, distribution, contact center, store design/construction and real estate departments.

For more information, please contact Katie Casey at (310) 578-7050 or via e-mail at casey@formulapr.com.

About Performance Inc.

Performance Inc., owns and operates Performance Bicycle[®], the No. 1 omni-channel specialty bicycle retailer in the U.S., and Bike Nashbar, the cycling industry's closeout and discount leader. Performance Bicycle[®] provides an omni-channel cycling retail experience that spans more than 100 stores nationwide, catalogs and www.performancebike.com, all catering to both the avid biking enthusiast and the recreational rider. Performance Inc. is majority owned by North Castle Partners of Greenwich, Conn.

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