



PERFORMANCE BICYCLE OPENS NEW CHAPEL HILL STORE WITH THE “BIKEFIT/BIKEFRIENDLY CHALLENGE”

- Retailer Challenges People to Make Biking Part of Their Lives and Communities -

- A New Look and Feel for America's #1 Specialty Bike Retailer -

CHAPEL HILL, NC, April 18, 2009 — Performance Bicycle, the number one specialty bike retailer in the country, is opening a new store in Chapel Hill that offers a new retail experience for Triangle-area residents and a campaign to help people make biking part of their lives.

“Performance Bicycle is on a mission to be the premier cycling retail destination for both the avid cyclist and for mainstream America,” said Jim Thompson, chief executive of Performance, Inc. “We want to see more people biking more often, and to do that, we are delivering a new retail experience that is fun, informative and easy to understand. We believe that more families and individuals are rediscovering a great American pastime as they embrace health, economic and environmental concerns.”

The new Chapel Hill store Grand Opening on April 18th is the first in Performance's 83-store chain to feature an entirely new design and store layout. The new Performance Bicycle will offer a wide array of bicycles organized by five primary categories—Road, Mountain, Path & Pavement, Women's and Kids—as well as the latest in cycling apparel and equipment for customers who are either new to cycling or veteran riders. Also new to the store is a Spin Doctor™ area that offers free basic bike fitting and dependable service for all bike needs. Every item Performance sells is backed by a 100 percent satisfaction guarantee/90 day low price promise and free lifetime adjustment policy including bikes.

Performance also intends to bring the new store format to its Cary, NC, store, with a Re-Grand Opening also set for Saturday, April 18th.

Thompson added, “We intend to bring to cycling retail the same level of excellence and commitment to quality that Best Buy has delivered for consumer electronics and Home Depot for hardware.”

The BikeFit/BikeFriendly Challenge

To celebrate National Bike Month in May, Performance is using the grand opening of the Chapel Hill store to launch the BikeFit/BikeFriendly Challenge. The initiative invites people to make a personal commitment to their health and well-being and a public commitment to the community by riding more often and by supporting the City of Chapel Hill's efforts to win official recognition as a “Bicycle Friendly Community.”

On Saturday, April 18th, Performance will kick off the BikeFit/BikeFriendly Challenge with an event that offers:

- **Free kids' bike safety check** – For children of all ages, it will run from 9 am to 2 pm.
- **BikeFit Challenge** – Performance invites everyone to come to the store and “Accept the Challenge” to be BikeFit by committing to ride at least one day a week.
- **BikeFriendly Challenge** – Accept the Challenge to help make Chapel Hill an official Bicycle Friendly Community City by signing the petition that will be submitted to the League of American Bicyclists later this year. This is a designation that fewer than 100 U.S. cities have won. Additionally, Performance Bicycle challenges the community to be Environmentally Friendly this Earth Day, Wednesday April 22, by leaving their cars at home and biking or carpooling for the day.
- **MS 150 sign-up** – Anyone can come into the store and register for the MS 150 between 9 am and 2 pm, the annual two-day fund-raising ride that takes place in September.
- **Spinning for MS Society** – The Performance Cycling Team will spin in front of the store starting at 9 am in support of the National MS Society. Performance will donate \$1 dollar to the Society for every minute the riders spin.

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



- **Kid's Bike Giveaway** – Performance will give away one kid's bicycle per hour between 11 am and 2 pm.

The event also will give attendees the opportunity to sign up for bike safety and maintenance clinics in April and May.

A Fun and Informative Cycling Retail Experience

The new Performance Bicycle store format is designed to welcome everyone from the serious bike enthusiast to the occasional rider into an environment that demystifies cycling and makes it easy for anyone to find what they need at an affordable price.

Every new and refurbished Performance store will offer:

- **Easier bike selection** – Every bike is clearly defined and placed into one of five major categories to help anyone choose the bike that's right for them: Road, Mountain, Path & Pavement, Women's and Kids.
- **Top cycling brands at a great price** – Performance offers world-renowned brands such as Fuji, Pearl Izumi, Louis Garneau, GT and Schwinn.
- **New Spin Doctor™ Department** – Performance's trained team of bike experts help customers choose the equipment that's best for them and provide fast, reliable service.
- **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.
- **100% satisfaction/90-day guarantee** – Every bike sold comes with Performance's price and money-back guarantee. Any customer not completely satisfied has the right to return their bike for a replacement or full refund. Performance also will match any advertised price on the same item within 90 days of purchase.

Performance Bicycle offers three great ways to shop: by store, by catalog and through its website at www.performancebike.com.

Performance Bicycle plans to bring its new brand and new store design to four new stores and seven existing stores in 2009. In addition to Chapel Hill and Cary, North Carolina, selected markets include Seattle, Portland, Denver, Silicon Valley and the San Francisco Bay Area.

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 83 nationwide stores that cater to both the avid cycling 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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