



PERFORMANCE BICYCLE OPENS NEW STORE, LAUNCHES COMMUTER REWARDS PROGRAM IN DENVER

- America's #1 Specialty Bike Retailer Also Sponsors Bike to Work Day Ride with Bike Denver -

Denver, June 23, 2009 — Performance Bicycle, the number one specialty bike retailer in the country, is celebrating [Colorado Bike Month](#) with a number of special events, including the opening of an all-new store in Greenwood Village. Performance also is inviting Denverites to join its Commuter Rewards Program and participate in Bike Denver's first-ever Bike to Work Day Pelotons or team rides on June 24th.

Performance's relocated Greenwood Village store is among the first Performance retail outlets to feature a new store design to appeal to everyone from the hardcore cyclist to the beginner. With its new Spin Doctor™ department and five basic cycling categories, the new Performance makes it easy for anyone to find what they need at an affordable price.

"The goal of the new [Performance store](#) is to demystify cycling," said Jim Thompson, chief executive officer of Performance, Inc. "To do that, we are delivering a new kind of retail experience that is fun, informative and easy to understand. We believe that more families and individuals across America are rediscovering a great American pastime as they seek healthier, more frugal and greener lifestyles."

In addition to the new store, Performance also is sponsoring a special Bike to Work Day event and a new program to make a meaningful contribution to Denver as one of the most cycling-friendly cities in America.

Bike to Work Day and the Bike Denver Pelotons

Performance Bicycle has allied with Denver's primary cycling advocate, Bike Denver, to sponsor the first-ever Bike to Work Day Pelotons or team rides on Wednesday, June 24th. Eight different Pelotons, each with their own ride leaders and local celebrities, will depart from eight Denver-area locations starting at 7 am. Anyone who is interested in participating can find more information on [Bike Denver's website](#).

Commuting Rewards Program

As part of Performance Bicycle's commitment to environmental stewardship and quality of life in the communities it serves, the company is introducing a Commuter Rewards Program available to all Denver-area businesses. Under the program, anyone who commutes to work for 20 days via an alternate means of transportation—biking, walking, running or public transit—can earn a \$20 money card. All Denver-area business, non-profit and government workplaces are eligible to participate. Residents and workplaces interested in having their workplace certified for the program can learn more by sending an email to BoPeele@performanceinc.com.

The New Performance Bicycle in Greenwood Village

The new Performance Bicycle is located in Greenwood Village at 6570 Yosemite Street, in the Arapahoe Marketplace. The new Performance Bicycle offers a number of compelling reasons for Denverites to give it a try:

- **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.
- **New Spin Doctor™ Department** – Performance's trained team of bike experts helps customers choose the equipment that's best for them and provides fast, reliable service.
- **Top cycling brands at a great price** – Performance offers world-renowned brands such as Fuji, Pearl Izumi, Louis Garneau, GT and Schwinn.
- **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.

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



- **100% satisfaction/90-day guarantee** – Every item Performance sells comes with a price and money-back guarantee. Any customer not completely satisfied has the right to return their purchase 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 PerformanceBike.com.

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 85 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.

About Bike Denver

BikeDenver is Denver's bicycling advocacy organization. Its mission is to promote and encourage bicycling as an energy efficient, non-polluting, healthy, and enjoyable transportation alternative within the City and County of Denver.

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