



PERFORMANCE BICYCLE CELEBRATES LOS ANGELES EXPANSION WITH 'BIKE TUBE BLOW-OUT'

Nation's largest specialty bicycle retailer to hold bike tube recycling drive for the grand Openings of the completely remodeled Santa Monica store and new Woodland Hills store.

Los Angeles, July 20, 2010 — **Performance Bicycle**, the country's largest specialty bike shop, is sponsoring a bike tube recycling drive as part of its expansion in Los Angeles.

This weekend, from July 23rd to July 25th, Performance (www.performancebike.com) will celebrate the grand openings of its new Woodland Hills and completely remodeled Santa Monica stores with the Bike Tube Blow-Out, a recycling program sponsored by Performance and Liberty Tire, the largest scrap tire recycler in the country. During the weekend, anyone can bring their used or blown-out inner tubes to the store and receive up to three \$5 money cards for the tubes they recycle.

Liberty Tire Recycling, the nation's largest collector of used and scrap tires, will turn the bike tubes into mulch for playgrounds, athletic fields, railroad ties and highway asphalt, among other uses. The company collects and recycles nearly one-third of all of America's annual scrap tire material and has cleaned up more than 150 dump sites littered with nearly 40 million scrap tires—more than any other organization.

"We estimate that a major city can annually generate several tons of used rubber just from blown out bicycle inner tubes alone," said Jim Thompson, CEO of Performance Inc. "Our aim is to make bike inner tubes a proven reusable resource for playgrounds, manufacturing and other applications."

Performance's Woodland Hills store is an entirely new location and marks the company's (8 in LA/OC – excluding Oxnard) store in Los Angeles. It's located at 6400 Owensmouth Avenue. The Santa Monica store, one of the most popular Performance stores in the country, is located at 501 Broadway, at the intersection of 5th Street and Broadway.

Performance designed its Santa Monica and Woodland Hills stores to appeal to everyone from dedicated road bike racers to the casual or beginning rider. The store's [Spin Doctor](#)™ service department serves as a helpful guide for anyone interested in getting the most out of their bike—or getting back on one.

"Our goal at Performance is to demystify cycling," added Thompson. "Both the Santa Monica and Woodland Hills stores are designed to make cycling retail fun and easy to understand. LA is making real strides as a bicycle-friendly city, and the number of clubs, events and places to ride is a testament to that fact. We are eager to help people discover for the first time, or rediscover the thrill of riding a bike."

Thompson added that Performance makes it easy to:

- **Choose the right bike** – Every bike is clearly defined and placed into one of five major categories: Road, Mountain, Women, Path & Pavement and Kids.
- **Get fast, expert service with Spin Doctors**™ – Performance's trained team of bike experts helps customers choose the right equipment and provides fast, reliable service of all brands of bikes.
- **Find top cycling brands at a great price** – Performance offers world-renowned brands such as Fuji, Pearl Izumi, Louis Garneau, GT and Shimano.
- **Get wide apparel and gear selection** – Guests can choose from an unrivaled selection of apparel and accessories..

Performance Bicycle: The Best Deals in Cycling

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



Performance backs up every sale with a 100 percent satisfaction guarantee and 90-day Low Price Promise, including free lifetime adjustments. The [Kids Bike](#) Growth Guarantee allows families to trade up and get discounts on new bikes as children grow. Guests also can join the Team Performance® Buyer's Club, cycling's number one buyer's club, to get ten percent back on every purchase, free second-day shipping upgrades, and other exclusive offers.

Performance Bicycle offers three great ways to shop—by store, by catalog and online at PerformanceBike.com.

Follow Performance on Twitter, [@performance_inc](#) and on Facebook at www.facebook.com/performancebike.

About Performance Bicycle

Performance Bicycle is the number one multi-channel 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 92 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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