



## **PERFORMANCE BICYCLE OPENS NEW SEATTLE STORE WITH “BIKE TUBE BLOWOUT” RECYCLING DRIVE**

**- America’s #1 Specialty Bike Retailer also Introduces Commuter Rewards Program for All Seattle-Area Businesses -**

**SEATTLE, WA, May 16, 2009** — **Performance Bicycle**, the number one specialty bike retailer in the country, is opening its new store in Lynnwood with a recycling drive that will help keep bicycle inner tubes out of Seattle landfills. Performance is partnering with Alchemy Goods of Seattle to host the “Bike Tube Blowout” on May 16<sup>th</sup> and 17<sup>th</sup> at the Grand Opening of its new store in Lynnwood, one of the first Performance outlets in the country that is looking to bring a new cycling retail experience to dedicated, casual and beginning cyclists.

“With Seattle being such a strong cycling market, our conservative estimate is that well over 5 tons of rubber end up in Seattle-area landfills every year as a result of people throwing away bicycle inner tubes,” said Mike Foulkes, vice president of marketing for Performance Inc. “This is a valuable resource, and we are working with a great local partner in Alchemy Goods for a good cause.”

The new Performance Bicycle in Lynnwood is located in the Alderwood Towne Center, 3225 Alderwood Mall Boulevard. Performance’s other stores in the area include Redmond and the City of Seattle.

### **The Bike Tube Blow-out**

Anybody can come to Performance Bicycle’s new Lynnwood store on Saturday, May 16<sup>th</sup> and Sunday, May 17<sup>th</sup> to drop off unused or blown-out inner tubes. All donors will receive a \$5 money card. Alchemy Goods will use the donated tubes in the manufacture of its popular line of messenger bags and accessories, which are composed entirely of recycled materials. In the last two years, the company estimates that it has saved a total of 30 tons of rubber from U.S. landfills.

### **Commuting Rewards Program**

As part of the company’s commitment to environmental stewardship and quality of life in the communities it serves, Performance also is introducing a Commuter Rewards Program. 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 gift card. All Seattle-area business, non-profit and government workplaces are eligible to participate. Seattle-area residents and workplaces who are interested in being part of the program can learn more by downloading a flier at [BoPeele@performanceinc.com](mailto:BoPeele@performanceinc.com).

### **A New Kind of Cycling Retail Experience**

Performance’s new Lynnwood store is one of the first among Performance’s 84 stores to feature an entirely new store format designed to appeal to everyone from the serious cyclist to the beginning rider. A fun and casual space, the new Performance makes it easy for anyone to find what they need at an affordable price.

“Performance Bicycle wants to see more people biking more often,” 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 all across the country are rediscovering a great American pastime as they embrace health, economic and environmental concerns.”

Thompson added, “For casual cyclists and beginners, we really want to demystify cycling.”

The new Performance Bicycle offers a number of compelling new features:

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



- **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 help customers choose the equipment that’s best for them and provide 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.
- **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 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](http://www.performancebike.com) and 84 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](http://www.performancebike.com).

Media Contact: Brian Posnanski, [brian@gravitas-pr.com](mailto:brian@gravitas-pr.com), 314-968-7712

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