

PERFORMANCE BICYCLE® AND UNIVERSAL SPORTS ANNOUNCE PROMOTIONAL PARTNERSHIP

Nation's largest specialty bike retailer strikes deal with Universal Sports for nationwide cross-promotional campaign

Chapel Hill, NC and Westlake Village, CA, September 15, 2010 – [Performance Bicycle®](#), the country's number one specialty bike retailer, and Universal Sports, the preeminent multimedia destination for Olympic-related sports programming and content, announced today a joint promotional partnership, effective immediately, that will run through the end of the year. The agreement includes a mix of programming content, cross-branded promotions, and integrated marketing campaigns.

Under the terms, Universal Sports will air national promotional spots for Performance Bicycle across its network, as well as feature Performance Bicycle as the e-commerce provider of choice on UniversalSports.com's cycling channel. Performance Bicycle will promote Universal Sports and its programming throughout its catalog, award-winning website, and more than 95 stores nationwide. Much of the joint promotion will focus on Universal Sports' coverage of the Vuelta a España, which is airing on the network now through Sept. 19.

Universal Sports covers the most world-class cycling available on American television, including two of the three Grand Tours of cycling—the Giro d'Italia and Vuelta a España. The network, which is currently airing the 2010 Vuelta, will have more than 176 total hours of coverage of the Spanish tour. In total, Universal Sports and UniversalSports.com have more than 8 events in their cycling stable.

"The people who watch Universal Sports are the same people we see in our stores and who shop at PerformanceBike.com every day," said Cindy Marshall, chief marketing officer of Performance Inc. "The viewers watching Olympic and cycling events, like the Vuelta, on Universal Sports network are active riders who are passionate about the sport. We serve this group of avid cyclists very well with our extensive product selection, low prices and value-added services. There's no doubt they are a central audience for us, and Universal allows us further reach to this audience."

"Universal Sports is the leader in world-class cycling programming and content, delivering passionate cycling enthusiasts the most coverage available on television," says David Sternberg, CEO, Universal Sports. "And we naturally sought out a partnership with the country's leading bicycling retailer. With Performance Bicycle, we can cross-promote to effectively and efficiently reach and activate this extremely passionate niche-sports audience."

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 more than 90 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.

About Universal Sports

Universal Sports, a partnership between NBC Sports and InterMedia Partners, LP, serves as the preeminent multiplatform destination for Olympic-related sports programming on television and online. Universal Sports is available in more than 63 million homes, including all of the nation's top 10 DMAs: New York, Los Angeles, Chicago, Philadelphia, San Francisco, Dallas-Fort Worth and Washington, D.C. Recent expansion includes launches in Boston, Atlanta, Houston, Miami, Denver, Portland, and Jacksonville. Go to UniversalSports.com for a complete list of TV markets. Major world championship and Olympic qualifying events found on Universal Sports range from track and field, skiing, swimming, gymnastics, marathons and cycling, to volleyball, rowing, triathlon, fencing, speed skating and martial arts. UniversalSports.com delivers an immersive experience via live and on-demand competition coverage, interaction with top athletes through blogs and in-depth access to Olympic sports news and information year round. For more information on the availability of the Universal Sports 24-hour television channel, please visit UniversalSports.com.

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