

PERFORMANCE[®] **BICYCLE**

FOR IMMEDIATE RELEASE

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PERFORMANCE BICYCLE HIRES MARK LEYDECKER AS SENIOR VICE PRESIDENT OF PERFORMANCE MERCHANDISING

Industry Veteran Brings Invaluable Experience to Merchandising Team

CHAPEL HILL, NC – (August 30, 2011) – Performance Bicycle, the nation’s largest specialty bike retailer, today announced the appointment of Mark Leydecker as Senior Vice President of Performance Merchandising. Leydecker rejoins the company after a five year hiatus, and will be responsible for all Performance merchandising activities, leading a team focused on development and innovation to continue the company’s rapid growth and commitment to quality service.

Leydecker has more than 10 years of experience with the brand, formerly serving as the Director of Planning & Distribution, General Manager of Nashbar, and Vice President of Nashbar and Supergo.

“We are very happy to have Mark back with Performance,” said David Pruitt, CEO, Performance Bicycle. “Mark brings unparalleled expertise to the performance merchandising division, with an in-depth knowledge of the cycling industry and a strategic point of view to the brand.”

For the past five years, Leydecker has been the Managing Director for Mavic USA and has led their U.S. division. He has also previously worked with The Limited, the GH Bass Company, and Endicott Johnson. He holds a bachelor’s of science degree in business administration from Husson College.

For more information about Performance Bicycle, please visit www.performancebike.com.

About Performance Bicycle®

Performance Bicycle® is the No. 1 omnichannel specialty bicycle retailer in the U.S. and is a wholly owned subsidiary of Performance Inc. Performance provides an omnichannel cycling retail experience that spans more than 100 stores nationwide, catalogs and www.performanceBike.com, all catering to both the avid biking enthusiast and the recreational rider. Performance Inc. is majority owned by North Castle Partners

of Greenwich, Conn. For more information about Performance Bicycle, please visit www.performancebike.com.

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