

## PERFORMANCE BICYCLE® TO EXPAND RETAIL PRESENCE IN SEATTLE

**The nation's largest specialty bike retailer will open a brand new store in Tukwila, while introducing a new look to its Lynnwood location**

**CHAPEL HILL, NC, September 2, 2010** — Performance Bicycle® ([www.performancebike.com](http://www.performancebike.com)), the nation's largest specialty bike retailer, today announced that it will add to its growing presence in the popular Seattle area by opening a new retail store in Tukwila, and updating its existing Lynnwood location with a new look and feel.

The new Tukwila store will be located at **351 Strander Boulevard**, in the South Center Plaza, and the revamped Lynnwood store is located at **3225 Alderwood Boulevard**. Both will be celebrating Grand Opening events the weekend of **September 17<sup>th</sup>** with the **Bike Tube Blow Out**, a joint program between Performance and Liberty Tire, the largest scrap tire recycler in the country. During the grand opening, anyone can bring their used or blown-out inner tubes to either store and receive up to three \$5 money cards for the tubes they recycle.

The new Tukwila location joins the 93 [Performance Bicycle® stores](#) nationwide. All are based on an innovative store design that makes it easier for guests to find the bike or equipment they're looking for. All Performance Bicycle® stores include a professionally staffed Spin Doctor™ Department to provide a go-to cycling resource for avid and casual riders alike. The stores also offer a full assortment of bikes—Road, Mountain, Path & Pavement, Women's and Kids—and the latest in cycling gear, accessories and apparel.

"Our new stores are designed to demystify cycling," said Jim Thompson, chief executive officer of Performance, Inc. "We want to help more people make cycling an everyday part of their lives, and turn Performance Bicycle into the destination of choice for anyone who loves bikes as much as we do. Seattleites have a great appreciation for biking and the great outdoors. If we can make our stores a fun and helpful place, we can get even more riders to embrace the benefits of cycling."

The all-new Spin Doctor™ service departments offer free bike fitting with every bike purchase, in addition to repair and customization services. Spin Doctor departments are staffed by experienced and certified mechanics who are able to service and repair all bike brands and offer advice on everything from bikes and bike maintenance to great places to ride.

Performance Bicycle® offers free Lifetime adjustments for every bike purchased, and every item Performance sells is backed by a 100 percent Satisfaction Guarantee and a Low Price Promise. Kid's bikes come with Free Size and Safety Fitting. Performance Bicycle's own [Kid's Bike Growth Guarantee](#) offers discounts on new bikes when kids have outgrown their old ones. Guests can also join the Team Performance® Buyer's Club, to get ten percent back on every purchase, free second-day shipping upgrades and other exclusive offers.

### Where to Find Performance

Performance offers three great ways to shop: by store, by catalog and online at PerformanceBike.com. Guests can always check the Deal of the Day on the Performance Bicycle® website or by following [Performance on Twitter](#), @performance\_inc, and on [Facebook](#).

**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](http://www.performancebike.com) and more than 90 stores nationwide 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](http://www.performancebike.com).

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