

Performance Bicycle Sponsors Road Bike Giveaway to Celebrate 2010 Tour de France

Special Tour page at PerformanceBike.com features contest registration and tour news

Chapel Hill, NC, June 28, 2010 – Hours after the world’s top cyclists finish the final stage of the 2010 Tour de France next month, [Performance Bicycle](#) will celebrate by awarding a lucky contest winner a tour-ready road bike.

The [Fuji SST Tour de France Limited Edition Road Bike](#) is the first prize in Performance’s Tour de France 2010 Giveaway. The month-long promotion begins today and will conclude at midnight on Sunday, July 25. Anyone can enter the contest by going to www.performancebike.com/tour.

Performance is giving away three grand prizes worth more than \$6,500. The first-prize winner will ride away on a Fuji® SST Tour de France® Limited Edition road bike worth over \$3900. One of only 20 available, the Shimano® Ultegra®-equipped SST features a sleek, carbon frame. In addition to the Fuji road bike, other prizes include:

- Second Place – A package that includes a Giro Prolight Helmet, a Garmin Edge Cyclecomputer and a Mavic Limited Edition K10 Wheelset, along with a “Pearl Izumi Team Garmin” kit that includes jersey, bib shorts and socks.
- Third Place – Scattante’s “Head to Toe” collection, which includes jersey, bib shorts, racing gloves and socks, carbon road shoes, road helmet and eyewear.

Complete rules and registration for the Giveaway are available at www.performancebike.com/tour.

The Tour de France page on the Performance Bicycle website will also feature live Tour updates via RSS feeds, a “Tour 101” section with information to help you better understand Tour coverage and interesting trivia about the world’s most popular cycling event.

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 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.

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