

FOR IMMEDIATE RELEASE

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ERIK'S BIKE SHOP ROLLS OUT THE RED CARPET IN THE WESTERN SUBURBS

Erik's Grand Opening Celebration is underway for their new Specialized Elite Minnetonka/Ridgedale Store

Bloomington, MN, - April 13, 2011 - Erik's Bike Shop, (www.eriksbikeshop.com), voted *Best Bike Shop in the USA*, today announced the Grand Opening Dates for their new Minnetonka Store, located at 12500 Wayzata Boulevard, located just North of Ridgedale Mall off of Highway 394, near the Plymouth Road Exit.

Starting **Thursday, April 14 and extended now through Saturday, April 23**, Erik's Bike Shop is rolling out the red carpet with fantastic Pedal Power Sale deals on bikes and gear just in time for Spring Bike Riding! During the Grand Opening, enter to win a \$100 Erik's Gift Card and pick up a sweet instant coupon to add to your savings!

Their doors opened last February and the response from customers has been overwhelming positive. This Specialized Elite store will be an ideal location for avid and casual riders alike. With a full assortment of Specialized bikes to choose from: Road, Mountain, Commuting, Women's, Triathlon, BMX and Kids Bikes – plus all the latest in cycling gear, accessories and apparel – our newest Erik's Bike Shop is the place for cyclists in Minnetonka, Plymouth, and Wayzata.

Stop in and find Specialized bikes for all ages and for every style of riding, sparkling new displays throughout the store and an expert staff to welcome customers – which all equates to a unique retail experience. As a Specialized Elite location, Erik's Bike Shop in Minnetonka offers innovative products such as the S-Works line, Designs for Women and the Globe bike line, inspired and designed for the urban cyclists or commuters.

"We are excited about our great new location in Minnetonka. This is a great cycling destination for our customers," said Erik Saltvold, Erik's Bike Shop, Owner and Founder. "Stop on by and take a test ride today!" No matter the look, style or price, Erik's Bike Shop has you covered from head to toe - we have everything you need to get out and ride.

About Specialized Elite Stores

Erik's Bike Shop and Specialized have worked together to bring a retail shopping experience to Minnetonka that offers Erik's Bike Shop customers the most advanced cycling products in the world in a clear, professional atmosphere. *Erik's Bike Shop offers Minnesota shoppers five Specialized Elite locations: Minnetonka, Eden Prairie, Maple Grove, Coon Rapids and Eagan. Watch for the new Erik's Bike Shop opening May 2011 in Eau Claire, WI.*

About Erik's Bike Shop

Erik's Bike Shop is a leading bike, alpine ski and snowboard retailer with 17 locations and growing: Bloomington, Burnsville, Coon Rapids, Dinkytown, Eagan, Eden Prairie, Maple Grove, Minnetonka, Roseville, Rochester, St. Cloud, St. Louis Park, Vadnais Heights, Woodbury and 3 locations in Madison, WI.