

FOR IMMEDIATE RELEASE

CONTACT:

Libby Hurley

Marketing Manager

Erik's Bike and Board

Tel: 952-351-8349 | Fax: 952-885-0686

lhurley@eriksbikeshop.com



Erik's Bike and Board in Eden Prairie

- Moving Update -

Final Week of Store Wide Clearance Moving Sale

Eden Prairie, MN - Jan. 18, 2010 – That's right, this is the final week of the Erik's Bike and Board Eden Prairie Moving Sale! Hurry, don't miss out! The last day of the sale is Sun. Jan. 24, 2010. Help us lighten our upcoming move and take advantage of huge savings on bikes, snowboards and skateboards.

We will then relocate over to our new store, just across Eden Prairie Road - stop on by and see our new 8,000 sq foot store at 16750 Main Street on Thurs. Jan. 28, 2010 – it will be twice as large as our existing store and it will have a broader selection of products and a larger service and fitting departments.

"Find every type of snowboard, bicycle and gear, for every type of rider. " said Erik Saltvold, CEO and Founder of Erik's Bike Shop. "Since we opened the doors of our Eden Prairie store back in 1995, we have been thrilled to be a part of the Eden Prairie community, and we are excited about our new location. Stop on by – our showroom will be absolutely bursting with snowboards, bikes and gear!"

To learn more about Erik's Bike and Board retail stores and services, log onto eriksbikeshop.com.

About Erik's Bike and Board

Erik's Bike and Board is a leading bike, ski and snowboard retailer with 16 locations. Erik's Bike and Board is the number one dealer in the world for Specialized Bicycles and Raleigh Bicycles. Erik's Bike and Board was recently voted the #1 Bike Shop in the USA. Erik's Bike and Board is a leading dealer for Forum and Ride Snowboards. For information on Erik's Bike and Board products and events, go to eriksbikeshop.com.

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