

FOR IMMEDIATE RELEASE

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**ERIK'S BIKE SHOP ANNOUNCES THE GRAND OPENING CELEBRATION
OF THEIR NEW SHOP IN UNIVERSITY SQUARE**

Thurs. August 27 – Sun. August 30, 2009

Free T-Shirts – given out each day of the Grand Opening!

Madison, WI, - August 12, 2009 - Erik's Bike Shop announces the Grand Opening Celebration of their new bike shop at 795 University Ave, on the North side of the all-new University Square Building, located near Park Street and just north of the Kohl Center.

Since the doors opened last week, the buzz is spreading; Specialized bicycles from floor to ceiling, sparkling new displays throughout the store and an expert staff to welcome customers - all equates to a unique retail experience. "Madison residents expect quality products and a quality shopping environment – and our new shop brings this directly to them." said Erik Saltvold, Founder and Owner of Erik's Bike Shop. "People can now find Erik's Bike Shop service and selection on the Eastside, Westside and in the center of Madison. Stop on by and take a test ride today!"

During Erik's Grand Opening, take advantage of these great offers at the U-Square store: **Thurs. August 27 and running through Sun. August 30**, Erik's Bike Shop is pulling out all the stops with fantastic prizes and deals on bikes and gear!

- **Free Commemorative T-Shirt** - given to the first 100 people each day of the Grand Opening.
- **Free Bicycle Safety Inspections** – Each day of the Grand Opening, on East Campus Mall, outside the store, from 9:00am – 5pm, stop by and have one of Erik's professionally trained bike mechanics offer you a bike safety inspection.
- **Free Bicycle Demos** - Test the Best Tour from Specialized Bicycles makes a stop in Madison at the East Campus Mall. Try the new 2010 bikes each day of the Grand Opening, courtesy of Specialized Bicycles. Specialized Design for Women's Bikes will be on hand as well!
- **Recycle your Bike Tires** - bring in your used bike tires or tubes and receive a free water bottle, while supplies last.
- **Register to Win** a \$100 Erik's Gift Card and Free Pizza's from **Ian's Pizza**
- **Learn about UW Commuting Solutions** – stop by the Erik's tents on East Campus Mall and learn about commuting solutions, courtesy of UW Madison Transportation Services.

Get Ready! As Madison's exclusive dealer for Specialized products, find innovative products only at Erik's Bike Shop. Products such as the S-Works line, Designs for Women and the Globe bike line, inspired and designed for the urban cyclists or commuters. Erik's is also the exclusive shop for Body Geometry technology, gear and apparel developed and proven to improve performance and comfort for a better ride. Stop in and see what Specialized products can do for you and how they can change your ride.

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 Erik's Bike Shop

Erik's Bike Shop is a leading bike and snowboard retailer with 16 locations and growing: Bloomington, Burnsville, Coon Rapids, Dinkytown, Eagan, Eden Prairie, Maple Grove, Roseville, Rochester, St. Cloud, St. Louis Park, Vadnais Heights, Woodbury and 3 locations in Madison, WI. For information on Erik's Bike Shop products and events, go to eriksbikeshop.com.