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**Erik's Bike and Board enters the Madison Alpine Ski Market
--Now offering Skis, Ski Gear and Ski Tuning Service--**

Jan. 4, 2009 - Erik's Bike and Board is excited to offer Madison shoppers an amazing selection of skis and ski gear for the winter months. That's right, at Erik's Bike and Board, you can find the best products for biking, snowboarding, and now - skis!

Since 2002, Erik's Bike and Board has offered a wide range of snowboard equipment from powerhouse brands, such as Ride, Forum and 686, plus services, such as tuning and board preparation. Over the winter, this balance of products and services helps keep the shops busy year round. Starting this season, Erik's Bike and Board has expanded their selection of winter gear to include skiing equipment.

Erik's Bike and Board, recently voted the #1 Bike Shop in the USA, has shown Madison shoppers their passionate expertise towards biking and snowboarding. As Erik's Bike and Board approaches its 33rd anniversary, the company recognized skis as a new area of products to showcase their passion and excellence.

"We've spent nearly two years researching the ski market and its products," commented Erik Saltvold, CEO and founder. "We've put together an ideal selection of downhill skis and gear. We've spent months training our sales and mechanical staffs to ensure the best customer service. We're Madison's newest ski shop."

"We strive to be the best," stated Saltvold, "Stop on by and find out why we're the Midwest Experts for Bike, Board and now Ski."

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 3 Madison 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. Erik's expanded their product line this year to offer skis and all the gear to go with them. For information on Erik's Bike and Board products and events, go to eriksbikeshop.com.

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