

FOR IMMEDIATE RELEASE

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**ERIK'S BIKE SHOP ANNOUNCES THE GRAND RE-OPENING CELEBRATION
OF THEIR SHOP IN MAPLE GROVE, MN**

Bloomington, MN, - April 21, 2008 - Erik's Bike Shop announces the Grand Re-Opening Celebration of their bike shop at 6850 Hemlock Lane N, located on County Road 61, next to the Maple Grove Junior High School. Erik's Bike Shop originally opened at this location over ten years ago, and now, the doors are re-opened to a bigger and better bike shop - overflowing with bikes and gear.

Stop by and see a distinctive and unique retail experience! As the USA's number one dealer for Specialized and Raleigh bicycles and the number 5 dealer for Cannondale, Erik's Bike Shop offers an amazing selection of bicycles styles and models in a newly designed showroom. "This expansion allows us to offer even more bikes and gear for our customers!" said Erik Saltvold, CEO and Founder of Erik's Bike Shop.

Erik's Grand Opening Celebration is almost here! Starting Thurs. April 24 and running through Sun. April 27, Erik's Bike Shop is rolling out the red carpet with fantastic deals on bikes and gear!

During Erik's Grand Opening, take advantage of these great offers:

- **Free \$10 Erik's Gift Card**, given to the first 25 people each day of the Grand Opening, starting on Thursday, April 24 and ending on Sunday, April 27, 2008
- **Free Specialized T-shirt with purchase**, while supplies last.
- **Register to win** a \$100 Erik's Gift Card.
- **Not registered for Ironman Bike Ride yet?** Stop by and pick up a \$5 off coupon towards your Day of Ride entry fee. Available only at Erik's Maple Grove location.

Erik's Bike Shop is proud to offer exceptional products from Specialized, Cannondale, Raleigh and Haro bikes to name a few. No matter the look, price or brand you need, 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 15 locations and growing: Bloomington, Burnsville, Coon Rapids, Dinkytown, Eden Prairie, Maple Grove, Oakdale, Roseville, Rochester, St. Cloud, St. Louis Park, Vadnais Heights, Woodbury and 2 locations in Madison, WI. For information on Erik's Bike Shop products and events, go to eriksbikeshop.com.

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