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Local Bicycle Retailer Gains National Recognition for Five Straight Years

Bloomington, MN, - May 15, 2009 – Erik's Bike Shop has been recognized as a 5 Star Bicycle Retailer by a panel of leading manufacturers' sales representatives. This new designation is intended to recognize bike shops that have made the Top 100 Retailer list for five years in a row, from 2005 through 2009.

Boulder Sports Research, LLC, a leading bicycle industry research company, conducted the Top 100 Retailer survey. Working with 15 major suppliers in the industry and the industry's leading trade publication *Bicycle Retailer and Industry News*, criteria used to pick the winners included market share, community outreach and store appearance.

"There are more than 4,500 bicycle retailers in the United States," said Thomas Prehn, president of Boulder Sports Research. "For Erik's Bike Shop to achieve the status of one of the Top 100 Bicycle Retailers for five consecutive years is no small feat. This bike shop stands out as the best of the best," he said.

Marc Sani, the magazine's publisher, said choosing the nation's best stores can be a tremendous challenge. "There are so many excellent shops—in hundreds of communities throughout the U.S.—to consistently make the list for five years running shows a constant commitment to excellence," he said.

"We are thrilled to receive this honor for the 5th straight year," says Erik Saltvold, CEO and Founder of Erik's Bike Shop. "At Erik's Bike Shop, we support the sport of cycling with a high-level of customer service, exceptional product offerings, and unparalleled community support."

As the world's largest Specialized and Raleigh dealer and the 5th largest dealer for Cannondale, Erik's Bike Shop is proud to offer exceptional products from Specialized, Raleigh and Cannondale. 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, Eagan, Eden Prairie, Maple Grove, 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 eriks bikeshop.com.

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