

**FOR IMMEDIATE RELEASE**

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**ERIK'S BIKE SHOP ANNOUNCES THE GRAND OPENING CELEBRATION  
OF THEIR NEW STORE IN WOODBURY, MN**

Erik's Bike Shop opens a bicycle superstore in the Northeast Suburbs.

**Bloomington, MN, - April 14, 2008** - Erik's Bike Shop announces the Grand Opening Celebration of their new bicycle superstore at 1825 Radio Drive, conveniently located at the corner of Valley Creek Road and Radio Drive, in the City Centre East Mall, near Panera Breads.

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. "Find every type of bicycle and gear for every type of bicycle enthusiast, from beginner to an accomplished rider," said Erik Saltvold, CEO and Founder of Erik's Bike Shop. "Our spacious 10,000+ sq ft showroom allows us to offer a wide selection of bicycles – our showroom is absolutely bursting with bikes and gear!"

Erik's Grand Opening Celebration is almost here! Starting Thurs. April 17 and running through Sun. April 20, 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 17 and ending on Sunday, April 20, 2008
- **Free Specialized T-shirt with purchase**, while supplies last.
- **Register to win** a \$100 Erik's Gift Card.
- **New Bike Ride for 08 – Learn about the new Breast Cancer Ride for MN.**  
On Fri. April 18, 6-9pm, representatives from the Breast Cancer Ride will be on hand to answer questions about their new 2-day bike ride in Southern MN.

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](http://eriksbikeshop.com).

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