

Performance Bicycle Helps "The Biggest Loser" Finalists Ed and Heba Gear Up for Triathlons

"Biggest Loser" winners, Ed Brantley and Heba Salama, will be sponsored by Performance Bicycle as they take on five triathlons and five half-marathons in 2010.

Dec. 3, 2009 - [PRLog](#) -- Ed Brantley and Heba Salama, weight loss winners on TV's "The Biggest Loser," have announced that Performance Bicycle, the nation's largest specialty bike retailer, will act as their "Official Bike Sponsor" as they tackle their "10 in 2010" triathlon and racing goal. Ed and Heba's "10 in 2010," including five triathlons and five half-marathons," begins in February in New Orleans.

Ed and Heba kicked off the partnership at Performance's Chapel Hill, North Carolina location, where they were outfitted with Performance tights, shorts and jerseys. Two Scattante CFR Sport Carbon Road Bikes, customized by Performance with aerobars for aerodynamic positioning and computers for speed and distance tracking, are the centerpiece of the sponsorship.

Heba, a Chapel Hill native, is thrilled to partner with the national bike store and its retail location in her hometown.

"Performance has an incredible national and local reputation as a great resource and top gear shop for cyclists. We're thankful to work with a leader in the industry and in our community as we take on our upcoming triathlons," said Heba. "Ed and I found the Performance team to be knowledgeable, helpful and dedicated to making cycling an enjoyable activity for everyone."

"Ed and Heba's hard work and commitment to health and fitness are a great story," said Lynnette Montgomery, Performance Bicycle's vice president of direct marketing. "Our mission is to get more people on their bike more often, and Ed and Heba continue to inspire people to change their lives in positive ways. We're confident that they'll encourage a new generation of kids and adults to get fit and healthy through cycling."

The partnership with Performance caps a year of successes that began with the TV show, "The Biggest Loser." Early 2010 plans include teaching cooking classes at Southern Season in Chapel Hill, appearing at the Beaufort Food and Wine Weekend in Beaufort and the Southern Women's Show in Raleigh, and racing triathlons and road races, including the Cooper River Bridge Run in Charleston, South Carolina. A complete guide to Ed and Heba's race and speaking schedule can be found at [EdandHeba.com](#).

About Ed & Heba

Ed and Heba shot to fame as weight loss winners on TV's "The Biggest Loser" by losing a combined total of 277 pounds. On the show, Heba became the first, and so far the only, woman to win the "at home" prize of \$100,000 for the highest percentage of weight lost overall. Her husband, Ed, finished the season in second place. Since then, the couple has been busy writing a book of healthy recipes, working with non-profit organizations to prevent childhood obesity and maintaining a busy speaking schedule. They expect their cookbook to reach stores in the spring of 2010.

About Performance Bicycle

Performance Bicycle is the number one bike specialty retailer in the U.S. and is a wholly owned subsidiary of Performance, Inc. Performance provides a multi-channel cycling retail experience that spans catalogs, a website and 86 nationwide stores that cater to both the avid biking enthusiast and the recreational rider. Performance Inc. is majority owned by North Castle Partners of Greenwich, Connecticut. For more information about Performance Bicycle, visit [PerformanceBike.com](#).

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