

PRESS RELEASE

Marshall Distributing and Western Power Sports announce a Partnership with Pink Ribbon Rider's

We, US distributors **Marshall Distributing** and **Western Power Sports**, are extremely excited to announce our expanded ongoing joint efforts to support the very honorable and dedicated work done by **Pink Ribbon Rider's**. Through our joint efforts, we have developed a series of limited edition GMAX helmets branded as "Pink Ribbon Riders". ©". Pink Ribbon Riders is excited to have such a unique and custom product available to the public that will help raise funds for the organization's mission of providing direct financial assistance for men and women diagnosed with breast cancer.

The first of those helmets, the GM 54, a newly designed modular helmet, will be available this fall to Powersports dealers across the US. For each sale of this limited edition helmet, the distributors will be donating \$5.00 to Pink Ribbon Riders. Marshalls and Western are also challenging each dealer to consider a \$5.00 donation for each Special Edition helmet they sell. Later this year, (approximate delivery is middle November) the GM76 snow cross helmet will be available. The \$5.00 donation from the distributors and the challenge to the dealers will apply to the GM76 as well.