



MOTORCYCLE MANUFACTURING COMPANY

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For Immediate Release

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Over 5000 ATTEND 2ND ANNUAL EXCELSIOR-HENDERSON SHAREHOLDERS' REUNION AND BIKER'S BAR-B-QUE

Belle Plaine, MN, June 9, 1999 – On Saturday, June 5, Excelsior-Henderson Motorcycle Manufacturing Company held its 2ND Annual Shareholders' Reunion and Bikers Bar-B-Que. The event drew over 5000 enthusiastic shareholders, their families and friends of the company to hear Co-Founders Dan, Dave, and Jennie Hanlon share their vision of the Company's future. In addition to presentations from the Excelsior-Henderson management team, attendees were able to demo ride production 1999 Super X® motorcycles, take part in the first public tours of the Company's \$30 million, 160,000 sq. ft. state-of-the-art manufacturing facility and museum area, and enjoy a Bar-B-Que lunch.

The rumble of motorcycles was heard early in the morning as bikers began filling Excelsior-Henderson's motorcycle parking area in front of the building. By the time the Co-Founders fired up their Super X motorcycles and roared into the crowded presentation tent to begin the meeting, the entire parking area was filled with people and motorcycles—including a long row of customer-owned 1999 Excelsior-Henderson Super X motorcycles from other states.

Co-Founders Dan, Dave, and Jennie Hanlon informed the massive crowd that the event was believed to be the largest shareholder's meeting in Minnesota and among the largest in the country. During their presentations, the Co-Founders discussed the many milestones that the Company has successfully achieved and assured shareholders that the best is yet to come. They added, "We are always looking to the future as we continue to ramp up production and generate revenue."

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