



MOTORCYCLE MANUFACTURING COMPANY

805 HANLON DRIVE
BELLE PLAINE
MINNESOTA 56011
PHONE: 612.873.7000
FAX: 612.873.7030

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Shareholders liked what they saw and heard. "I'm very impressed with the way the company has progressed," said one early shareholder. She added, "After seeing the impressive factory, riding the Super X, and personally meeting many of the quality people who are making it happen, I have a much greater appreciation for what the Company has accomplished to date." Walking out of the factory, another smiling shareholder said, "There is something special about the Excelsior-Henderson Road Crew™. They continue to impress me with their enthusiasm and results."

By the end of the day, nearly 400 riders test rode a production Super X motorcycle and over \$7000 was raised for charity from the sale of commemorative "Reignite the Glory" T-shirts. As shareholders made preparations to leave, one Super X rider summed up the day's events by saying, "I can't wait to see what the future holds for BIG X™!"

Excelsior-Henderson Motorcycle Manufacturing Company (Nasdaq: BIGX) manufactures, markets and sells premium heavyweight American cruiser motorcycles, as well as related parts, apparel and accessories branded with a name that evokes an authentic American motorcycling heritage and lifestyle. The Company distributes its products through a national dealer network. Excelsior-Henderson is one of only two authentic American motorcycle companies exclusively committed to the manufacture of motorcycles.

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