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**For Immediate Release**

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## **Excelsior-Henderson Teams with Minnesota Vikings— Two Minnesota Legends take to the Field**

**Belle Plaine, Minnesota, June 2, 1999**—Fans of Excelsior-Henderson Motorcycle Manufacturing Company and the Minnesota Vikings NFL Football team have another reason to cheer during home games at the Hubert H. Humphrey Metrodome this year. Belle Plaine, Minnesota-based Excelsior-Henderson recently announced its partnership agreement with the 1998 NFC central division champions. The agreement makes Excelsior-Henderson™ the official motorcycle of the Minnesota Vikings.

As part of the long-term partnership, an attention-grabbing, custom-painted purple Super X™ motorcycle designed by Excelsior-Henderson will lead the Vikings onto the field to start each home game. The motorcycle will also be ridden on the field during breaks in the game action. The special edition Excelsior-Henderson motorcycle will also be used to add even more excitement at various national Minnesota Vikings events.

"We are excited to see our two organizations working together," said Excelsior-Henderson Co-Founders Dan, Dave and Jennie Hanlon. "We have grown up as Vikings fans since our early years on the family farm." They added, "Fans will now get to see two Minnesota legends on the field—the Minnesota Vikings and the Excelsior-Henderson Super X motorcycle."

Excelsior-Henderson's first partnership event with the Vikings will be the "Ride for Life" benefit ride on July 10<sup>th</sup> to raise money for the Vikings Children's Fund. Thousands of bikers are expected to join the State Patrol-escorted ride leaving at 10:15 a.m. from the Metrodome in Minneapolis to Grand Casino in Hinckley, Minnesota. Excelsior-Henderson Co-Founders Dan, Dave and Jennie Hanlon and Minnesota Vikings players will lead the group ride. "We are glad to be able to support this worthy cause," said Joel Norenberg, Excelsior-Henderson Director of Marketing. He added that riders of all brands are invited to join the group. For information on participating in the ride, call (612) 873-7000.

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