



For Immediate Release

**Contact: Excelsior-Henderson
Joel Norenberg
(612) 873-7000**

EXCELSIOR-HENDERSON SHIPS FIRST MODEL YEAR 2000 LIMITED EDITION DEADWOOD SPECIAL™

Belle Plaine, MN October 14, 1999 - Excelsior-Henderson Motorcycle Manufacturing Company (NASDAQ: BIGX) proudly announced shipment of the first Model Year 2000 "Deadwood Special™" to dealers nationwide. This limited-edition model represents a significant milestone for the company as it expands the current motorcycle lineup. The Deadwood Special™ is named in honor of the town where the Company's Co-Founders, the Hanlon's, began their quest to re-launch the Excelsior-Henderson™ brand in 1993.

The Deadwood Special™ has generated high dealer and customer enthusiasm since it was unveiled at the 59th Annual Black Hills Classic Motorcycle Rally in August. The motorcycle features a new low and lean saddle, drag style handlebars, and gloss black powder coated engine components. Available in a Raven Black factory custom flamed paint scheme, the Deadwood Special™ carries the same industry leading finish as its stable-mate the Super X®. Inspired by the Old West, the model HCXS is a hot-rod that's darker and meaner than the hills surrounding Deadwood, South Dakota.

The Company also announces that it is making solid progress on its goal to expand its nationwide dealer network. Currently, the Company has 119 dealers, which represents an additional 30 dealers added since the first quarter of this year. In addition to expanding its dealer network, the Company is also implementing programs to generate customer excitement and increase retail sell-through at all of its dealers.

Excelsior-Henderson Motorcycle Manufacturing Company designs, manufactures, markets and sells a proprietary brand of 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. For additional information, visit the Company's web site at www.excelsior-henderson.com.