

Viper Motorcycle Company to Display Products at Biketoberfest in Daytona Beach

Viper Motorcycles will Share Space at Eddie Trotta's Thunder Cycle Trailer

Hopkins, MN October 8, 2009 ---- Viper Motorcycle Company (OTCC: VPWLOB), a wholly owned subsidiary of Viper Powersports Inc., announced today a co-promotion with Eddie Trotta to display products in Daytona Beach, Florida for Biketoberfest at the International Speedway on Speedway Blvd, October 15 through 17.

Terry Nesbitt, President of Viper stated, "Eddie is one of our key dealers, an icon in this industry and we are pleased to be in a position to jointly display our products. Thunder Cycle is located in Ft. Lauderdale and represents Viper products in south Florida. In addition to representing the Viper product line, we are also discussing the possibility of future opportunities with our proprietary 152 inch engines regarding Eddie's custom designed motorcycles. This is a great mutual opportunity and we look forward to a long and successful relationship with Eddie Trotta and Thunder Cycle".

According to Eddie Trotta, "The Viper Diamondback 152 is an excellent fit with our products; custom OEM design, unique like nothing else in the industry, 80% designed and manufactured in-house with proprietary features and benefits distinctive to Viper. We will also display our current Lorenzo Lamas Limited Edition signature motorcycle during the show". Nesbitt added, "Eddie's custom designs are world famous and the opportunity to display with his Lorenzo Lamas designed motorcycles is also a unique mutual opportunity".

Viper Powersports designs, manufactures and markets a line of premium American V-Twin Super Cruiser motorcycles, V-Twin aftermarket engines and other related aftermarket products through an independent dealer network. Joint venture partner Ilmor Engineering (www.ilmor.com), provides technical developmental support for the proprietary 152 cubic inch Viper V-Twin engine, utilizing their 25 years of engine design expertise, ensuring Vipers' long term success as America's newest domestic OEM of motorcycles. Viper Powersports and Viper Motorcycle Company's websites are www.viperpowersports.com and www.vipermotorcycle.com.

The foregoing material may contain forward-looking statements. We caution that such statements may be subject to uncertainties and that actual results could differ materially from the fore-going statements. Readers accordingly should not place undue reliance on these forward-looking statements which do not reflect anticipated or unanticipated events or circumstances occurring after the date of these forward-looking statements.

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