



HELMET HOUSE NEWS

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Helmet House, Inc.

Helmet House Promotes Hoak, Adds Gordon & Craig to Sales Management Staff

(Calabasas Hills, CA) Helmet House, Inc. one of the powersports industry's leading distributors announced today the promotion of Rick Hoak, to the position of Regional Sales Manager. "Rick's background in sales and in our products department designing Tour Master and Cortech products makes him a great addition to our sales management staff," noted Bob Miller, President and Co-Founder of Helmet House, Inc. "we look forward to the contributions Rick will be making to a very important region to our continued strong sales growth," added Miller. Helmet House comes off a record-setting 4-month period, as well as record-setting 2008 year-to-date sales. Additionally Helmet House also added Steve Gordon as an account manager for Easter Tennessee and Southern Kentucky as well as Scott Craig as account manager for Southeast Texas.

Hoak came to Helmet House's products department from Giant Bicycle Corporation. His product development experience there proved instrumental in developing some of Helmet House's most successful Tour Master and Cortech products. "The opportunity to join Helmet House's top notch sales staff was too good to pass up in this point in my career," said Hoak. Hoak will be based at Helmet House's Calabasas Hills, CA. headquarters and be responsible for day-to-day sales management and business performance of Helmet House accounts throughout the Northwest U.S. from central California through Washington state, Idaho, Montana and Wyoming. Hoak reports to Helmet House National Sales Manager Scott Bain.

Steve Gordon brings a wide range of powersports experience to Helmet House, having served as sales manager and service manager at a wide range of dealerships throughout the area. Scott Craig brings over 20 years of powersports sales experience in parts management and in regional sales for Parts Unlimited. Both Gordon and Craig have experienced consistent sales success within the powersports industry and are being charged with continued strong growth within their respective sales territories.

Helmet House, Inc. is one of the industry's leading national motorcycle product and apparel distributors and marketers. Headquartered in Calabasas Hills, CA , Helmet House was founded in 1969. Helmet House has brought 39+ years of success to the powersports industry and is the exclusive U.S. distributor of Shoei helmets and TCX boots, the manufacturer and marketer of Tour Master and Cortech motorcycle apparel and riding gear and also distributes the best selling motorcycle helmet in the United States for the past 12+ years in HJC. Powersports retailers wanting to obtain information on any of the Helmet House brands can call toll free: 1-800-421-7247 or click to www.helmethouse.com.

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