



HELMET HOUSE NEWS

For Immediate Release: May 1, 2008

For Further Information:

Contact Richard Kimes: 818-880-0000 x291
Helmet House, Inc.

HELMET HOUSE ANNOUNCES RECORD SALES PERFORMANCE FOR APRIL YTD

(Calabasas Hills, CA) Helmet House, Inc. one of the powersports industry's leading distributors announced record sales the first four months of 2008 and has exceeded company growth projections. April 2008 sales results outpaced April 2007 results by almost 13%, also a record for the company. These results are particularly impressive given motorcycle and ATV industry new unit sales being off over 15% in the first quarter, according to data compiled by the Motorcycle Industry Council (MIC).

“We are pleased to announce this very positive sales performance in light of the challenging economic climate for the powersports industry. These results speak to the market strength of our brands and how they have become core performers to leading dealerships throughout the United States,” said Bob Miller, President of Helmet House. Helmet House Vice President Phil Bellomy added “Our business model and the effectiveness of our sales and marketing functions along with our exceptional staff have paid off consistently for us. These 2008 results speak to the success our dealers have found in each of our brands as significant sales generators for their business.”

As the exclusive distributor of Shoei Helmets in the United States, Helmet House has invested heavily in developing Shoei into the number one selling premium helmet brand in the United States. Helmet House is also the leading U.S. distributor for HJC Helmets, the number one selling volume brand of helmets in the world. Tour Master and Cortech apparel and gear brands have exhibited remarkable growth for Helmet House over the past 6 years including the first four months of 2008. Recently Tour Master and Cortech were named as the top selling apparel brands in a national dealer survey conducted by *Motorcycle Industry* magazine.

Helmet House also reports that TCX boots, the number one selling motorcycle boot brand in Europe, have reported strong sales growth, after a very positive reception at DealerExpo in February. “The response to TCX and its new products has been very positive. Successful dealers are looking for

high quality, good value products to help drive traffic to their stores, and we feel TCX boots have joined our other leading brands in driving our growth,” added Miller.

The Helmet House’s collection of brands continues to be complemented by their highly rated customer service scores. In the 2007 Distributor Report Card, as published in *Dealernews Magazine*; dealers surveyed rated Helmet House’s customer service near the top of the distributors listed. Helmet House’s credibility, product promotion and sell through were also highly regarded in this same report.

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. Helmet House is the manufacturer and marketer of Tour Master and Cortech motorcycle apparel and riding gear. HJC helmets are the number one volume selling helmet brand in the United States and Helmet House has been its top performing distributor for nearly 25 years. Helmet House has shipping warehouses in Calabasas Hills, CA and Memphis, TN. 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.

<END>