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CycleGadgets.com announces the acquisition of the Sliks Helmet Liners product line

Plymouth, IN, April 1, 2003 – CycleGadgets.com announced today that they have completed the purchase of the Sliks Helmet Liners product line from Betty and Wayne Harris of Erie, Colorado. Sliks Original Satin Lined Helmet Liners have been a favorite of motorcyclists since they were introduced in 1988.

“We are pleased to announce the sale of our ‘Home Business’ to professionals like Sean and Laurene”, said Betty Harris, inventor of the Sliks liner. “Sliks has been a fun and exciting challenge for the past 15 years. We are confident they will continue to provide comfort and lasting quality for many years to come.”

In addition to the Original Satin Lined Helmet Liner, the Sliks product family includes the “Gator” liner with neck warmer, the “Kool Rag” head rag with cooling polymer crystals, the satin-lined “Head Rag”, a cotton helmet liner, and the “Kooler Tie” neck/wrist/head band with cooling polymer crystals. The products are available in a wide variety of colors and patterns. All Sliks products will continue to be made in the USA by the same company that has manufactured them since 1988.

“We are excited to be taking on this product line, especially with the long and successful history of the Sliks liner”, said Sean Franklin, CEO of CycleGadgets.com. “The Sliks helmet liner has been a mainstay of motorcyclists for 15 years, and it is one of the handful of products that we have carried on our Web site since the first day of operations three years ago.”

Sliks products will continue to be available to dealers through Lemans / Parts Unlimited and Dixie International distributors in the USA, and through Sound Distribution in the UK for European dealers. No major changes in the product line are planned for the foreseeable future.

For additional information or a sample product, contact Laurene Franklin at (877) 742-3438, FAX (530) 348-7485, or E-mail Laurene@CycleGadgets.com.

CycleGadgets.com is a privately-held Internet retailer of accessories for touring motorcyclists, founded in 2000 by Sean and Laurene Franklin. It has branched out into distribution of products for BMW motorcycles, and with this purchase is now taking on the role of manufacturer.

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