

## *The Beach Cruiser*

### **Hot Leathers to Produce Merchandise Line for the Legendary Buffalo Chip**

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MANCHESTER, CONN.—April 22, 2009—Hot Leathers, the industry leader in motorcycle accessories and apparel, today announced the release of their new merchandise line, customized for the Legendary Buffalo Chip - the famed Sturgis hot spot.

Known for offering the best selection of motorcycle merchandise in stores, online and on the road, Hot Leathers is using its expertise and vision to produce a unique line of Buffalo Chip-branded items. The company's team of in-house artists has developed a line of Legendary Buffalo Chip merchandise, which will include men's and women's T-shirts, sweatshirts, hats and other items. The all new Buffalo Chip merchandise will be available for purchase at the 5 Hot Leathers' retail locations throughout the Buffalo Chip complex, at Hot Leathers' stores in Sturgis as well as on the Hot Leathers Web site.

"The Legendary Buffalo Chip is the best known venue at the annual Sturgis Rally, and we're honored they have asked us to develop their merchandise line," said Andy George of Hot Leathers. "We've been in this business for over 25 years, and we're looking forward to adding the Legendary Buffalo Chip to our growing list of satisfied customers."

The Legendary Buffalo Chip has been featured on five nationally syndicated television specials since 2004, is internationally known as "the Best Party Anywhere" for its camping facilities and its always stellar music festival lineup during the Sturgis Rally. Legendary Buffalo Chip merchandise will be available for purchase from Hot Leathers beginning in June.

Hot Leathers has been serving the motorcycle community for over 25 years. The company's growing wholesale and printing facilities have earned it a place as one of America's top 50 volume screen printers. Known for fast and friendly service, Hot Leathers' priority is its customers, both in the shop or on the road. Hot Leathers is a division of Good Sports, Inc. and currently has store locations in Sturgis, S.D., Swansea, Mass, Daytona Beach, Fla., East Providence, R.I. and South Windsor, Conn. Hot Leathers also showcases its merchandise at various rallies and events across the country. Keep an eye out this summer for the Hot Leathers logo. It's a brand you can trust with prices you can easily afford.

For more information about Hot Leathers or the 2009 Rally Schedule, please call 800-845-0084 or visit [www.HotLeathers.com](http://www.HotLeathers.com).