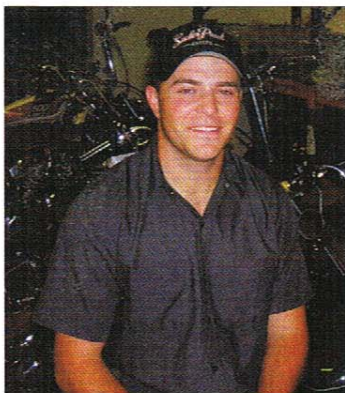
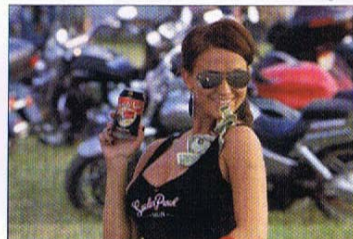


V-Twin NEWS

- Now you're cooking! As part of the company's plan to expand from its network of **25 dealers** to more than **50 dealerships** in



2009, Sucker Punch Sallys has hired **Alex McClelland** as the old-school bobbers/choppers builder's new dealer operations manager. McClelland graduated at the top of his class from the **Western Culinary Institute** and also attended **Purdue University**. "Sucker Punch Sallys is really growing, and we want to respond to customer demand by both improving and expanding our dealer network," explains SPS President **Christian Clayton**. "We needed someone to help with **dealer development**, and given Alex's experience, we couldn't have asked for a better." McClelland joins the SPS team with more than five years of corporate sales experience for companies like **Sysco Food Services** and **Xerox** (which offers one of the top five rated sales training programs in the world). He has experience with both domestic and international customers, including **Fender Musical Instruments**, the **University of Phoenix** and **Discount Tire**. In his new role, McClelland will focus on sales and growth, adding new dealers to the network and developing marketing assets for **existing dealers**.



- To quote the TV pitchman, "But wait, there's more!" One of the key components to the SPS expansion plan is to tap into the beverage industry well. At **Sturgis** this past summer, Sucker Punch Sallys launched their new **SPS Beverage Company** operation. The line now includes both the **Original Octane** energy drink and **Sucker Punch Shine**, a refined version of classic moonshine, with more in the works. Pop the top at www.spsbeverageco.com for more details on their beverage business.