

NEWS RELEASE

J&P Cycles®

Contact: Nicole Ridge (ext 8112)
13225 Circle Drive • P.O. Box 138 • Anamosa, Iowa 52205
Phone 319-462-4817 ext 6437 • Fax 319-462-5746
Internet www.jpccycles.com
E-mail jpcycles@jpcycles.com



World's Finest Products For Harley-Davidsons™

Left to Right: Frank Esposito, President of Custom Chrome®, J&P Cycles® owners Jill and John Parham, Lynda Newman and Pat Burross of Custom Chrome®.

Custom Chrome, Inc.® Honors J&P Cycles® in their 25th Anniversary Year

Indianapolis, IN - Dealernews Powersports Expo - February 14, 2004.

Custom Chrome Inc.® honored J&P Cycles® today for their 25 years of service in the Harley-Davidson® parts business. The clear commemorative plaque presented to John and Jill Parham, owners of J&P Cycles®, acknowledges and thanks them for "25 years of service and dedication to the motorcycle industry".

"We are very happy to receive this special recognition from Custom Chrome®." said J&P Cycles owner John Parham. "CCI is one of our largest parts suppliers and over the years we have built up a very successful relationship. Having reached our 25th year in the motorcycle industry, we feel we have reached a very important and exciting milestone."

J&P Cycles was started by John and Jill Parham in 1979 in the garage of their home in Anamosa, IA. Since then J&P has grown to become America's largest catalog retailer of aftermarket parts and accessories for Harley-Davidson® Motorcycles. In 2003 they ventured into the Metric Cruiser market and are fast becoming one of the nations premier Japanese Cruiser and Gold Wing parts suppliers as well. Starting with their first actual catalog being printed in 1985 (24 pages) J&P Cycles 25th Anniversary 2004 catalog is now an astounding 884 pages. On May 1st their 2nd Metric catalog of 432 pages will also be in customers hands.

"We are very proud of J&P Cycles® and how it has grown in the past decade." said Vice President Jill Parham. "To have CCI honor us this way is very rewarding."

"It has definitely been an exciting ride." said owner John Parham of the 25 year venture. "We know we wouldn't be where we are today without the support of companies like Custom Chrome® and we look forward to working with them for the next 25 years."

J&P Cycles® is America's largest catalog retailer of aftermarket parts and accessories for Harley-Davidson® motorcycles. J&P Cycles® is also now featuring items for Metric Cruiser and Touring motorcycles. Featuring tens of thousands of items in stock, in print and on-line. J&P Cycles® also delivers the best customer service and return policy in the industry. Order toll-free in the U.S. and Canada at 1-800-397-4844 or on line at www.jpccycles.com.