



NEWS RELEASE

J&P Cycles®

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J&P CYCLES® TO BE FEATURED BY *AMERICAN THUNDER* IN THEIR 2006 SEASON!

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J&P Cycles® is proud to announce that it has teamed up with the *SPEED* Channel show *American Thunder*. J&P® will be featured in 10 different episodes set to air throughout the 2006 season, beginning in April. Members of WATV Productions (producers of American Thunder) filmed J&P® at the Cincinnati V-Twin Expo and J&P Cycles® headquarters in February and at their Daytona Bike Week store in March.

“We are very excited to be working with J&P Cycles® this year,” said WATV producer Jay Barbieri. “J&P Cycles® is a quality aftermarket retailer and they have lots of great information that customers are looking for. New products... hot products... technical information, etc. We want to tap in to that expertise for our viewers, and at the same time give people a better understanding of J&P Cycles®. It is definitely a win-win situation.”

Segments will air beginning on April 4th, with the first segment featuring J&P Cycles® President John Parham at the Cincinnati V-Twin Expo. Viewers will see first hand how J&P® looks for new product from manufacturers to keep hottest new items available for their customers. Then on April 11th join American Thunder for a tour of J&P Cycles® 165,000 square foot headquarters in Anamosa, IA.

Several other shoots are planned throughout the summer months including segments showcasing J&P Cycles® Annual Open House event and 2006 Sturgis Rally Complex as well as hot new products, customer interviews, technical information, a custom Milwaukee Twins™ bike build and more.

“We are very excited to be featured on this years’ American Thunder episodes,” said J&P Cycle’s President John Parham. “American Thunder does a fantastic job of appealing to the motorcycle viewer and they are always looking for new ideas to highlight. We are really looking forward to viewers getting a sense of what J&P Cycles® is all about.”

For airing times and more information, log on to www.americanthundertv.com or visit WWW.JPCYCLES.COM and click on the American Thunder Logo.

J&P Cycles® is the World’s largest catalog retailer of aftermarket parts and accessories for Harley-Davidson® and Metric Cruiser motorcycles. Featuring tens of thousands of items in stock, in print and on-line, J&P Cycles® 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.JPCYCLES.COM.



WATV producers film J&P Cycles® owners John & Jill Parham at their Anamosa, IA headquarters.



John Parham takes WATV on a tour of J&P Cycles call center.



American Thunder's Michelle Smith interviewing owner John Parham at J&P Cycles® Daytona Bike Week Main Street store.



Filming outside on Main Street in front of J&P Cycles® Daytona Bike Week store.