

NEWS RELEASE

J&P Cycles®

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JOHN PARHAM INDUCTED INTO THE STURGIS MOTORCYCLE HALL OF FAME!

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J&P Cycles® is extremely proud to announce that John Parham was one of five individuals recently inducted into the Sturgis Motorcycle Hall of Fame for 2006. Parham was honored at a breakfast on August 9, 2006, at the Spearfish, SD convention center during the Sturgis Rally & Races. Nominated by Mike Corbin of Corbin Motors in Hollister, CA, Parham was extremely thrilled by the award.

"I was honored to nominate John for induction into the Sturgis Motorcycle Hall of Fame," said Corbin. "He is well deserving of this award for his years of service and dedication to the motorcycle industry."

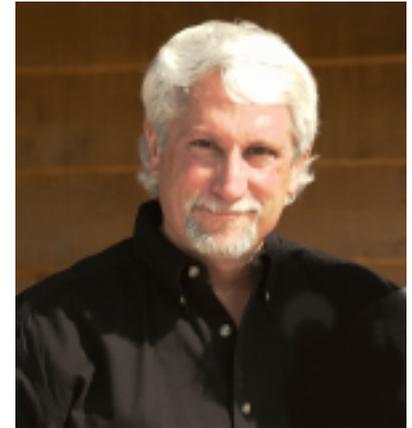
Over the past 30 years Parham has become a well known icon in the motorcycle industry. Born in Anamosa, IA, in 1955, John Parham fell in love with motorcycles at an early age and soon developed a passion especially for Harleys®. For several years he dreamed of owning his own motorcycle shop and in 1975 the dream became a reality when John opened D&J Cycles with his high school science teacher. After four years in business John and his partner decided to pursue different markets and in 1979 John created J&P Cycles® to focus on Harley-Davidson® parts. He and his mechanic Ron continued to service bikes and John started attending weekend swap meets and buying and selling new and used parts.

By July of 1984 J&P Cycles® had grown enough for John to find it a permanent location. John rented the front half of a warehouse right outside Anamosa on Highway 151. Service and repair were hitting a low period so John decided to try passing out flyers at swap meets with various parts he had for sale. The flyers worked great and the business really started to grow. In 1987 John published the first J&P Cycles® "Catalog"... it was 24 pages.

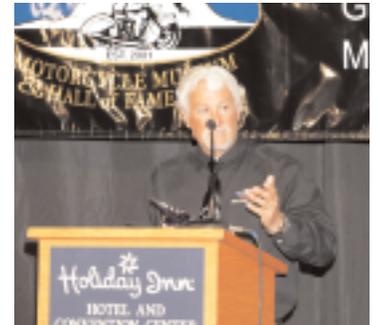
Throughout the late 80's & 90's Parham also ran 3 other companies: J&P Promotions promoted motorcycle swap meets, bike shows, hillclimbs, motorcycle rodeos, dirt track races and the All Harley Drag Races throughout the United States. Zacharia Advertising and Publications produced a monthly newspaper called The Motorcycle Dispatch as well as programs for the All Harley Drag Race Association, the Super Series Bike Shows and the many Dirt Track and racing events promoted by J&P Promotions. Nostalgic Toy Creations followed Parham's love of antique bikes and toys and produced die-cast motorcycle related collectible banks and cars.

J&P Cycles® continued its steady growth and slowly started to take center stage. John started selling off J&P Promotions events, retreating from the toy bank business, and stopped doing publications through Zacharia. By the late 90's the Harley® bug was spreading like wildfire and it was the perfect time for J&P Cycles® to blossom.

Today John Parham's wildest dreams have become reality. He has built the company into a multi-million dollar business that is world's largest aftermarket retailer of parts and accessories for Harley-Davidson® and Metric Cruiser motorcycles. J&P Cycles® headquarters in Anamosa, IA spans over 165,000 square feet. They employ over 300 people and are the largest private employer in Jones County, IA. The 2006 J&P Cycles® Harley® catalog is an astounding 1192 pages. A second Metric Cruiser and Sportbike parts catalog of 644 pages is also available and the third Vintage Harley-Davidson® parts catalog is over 340 pages. J&P Cycles® ships worldwide daily and averages over 2500 orders shipped each day.



John Parham



John Parham giving his acceptance speech at the Aug. 9th breakfast.



John Parham with Mike Corbin of Corbin Motors.





Over the years John has also fallen in love with Antique motorcycles. He has become a very knowledgeable and avid collector. To John an antique motorcycle is a work of art telling a story of the time in history when it was built. John and Jill became members of the Antique Motorcycle Club of America in the late 1970's and have supporters ever since. Parham is noted for his knowledge and involvement in the antique motorcycle world and following this love he has been involved with the National Motorcycle Museum for over a decade.

Both John and Jill Parham have spent their lives promoting the motorcycle industry and with everything that has changed, they continue to work hard day after day to keep J&P® growing and moving toward the future. For the past 30 years John has continued to set goals for himself and his business and we look forward seeing his continued success in the years to come.

"I can't thank Mike Corbin, and the Sturgis Motorcycle Museum Board, enough for this honor," said Parham. "I have loved motorcycles all my life and my career in the motorcycle industry has been very rewarding. When I think back to the beginning of J&P Cycles®, being a small local parts business and traveling around the country to the different motorcycle events, I dreamed of building J&P® into what it is today. Needless to say, my dream has come true. Growing as we have in the industry has also allowed me to venture into all sorts projects and events surrounding my love of antique motorcycles," continued Parham. "Being involved with the National Motorcycle museum and other motorcycle organizations is truly my passion and I love it. To be recognized for my impact on the industry is more gratifying than I can say."

Congratulations to John Parham for well deserved this honor!

J&P Cycles® is the World's largest catalog retailer of aftermarket parts and accessories for Harley-Davidson®, V-Twin Cruiser and Sport Bike 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.