

NEWS RELEASE

J&P Cycles®

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J&P Cycles® DESTINATION DAYTONA SUPER STORE IS NOW OPEN!!

For Immediate Release - Anamosa, IA - June 19, 2007

J&P Cycles® is very happy to announce that their Destination Daytona Super Store is now open! Located at the junction of I-95 and US 1 in Ormond Beach (exit 273), the 36,000 square foot facility opened to the public Monday, June 11th and will now be open daily throughout the year.

“We are absolutely thrilled to be open,” said J&P Cycles® President John Parham. “I sometimes thought this day would never get here. But after all of our hard work, the store is beautiful. I can truly say the end result was worth the wait.”

J&P Cycles® is the world’s largest aftermarket retailer of parts and accessories for motorcycles. Headquartered in Anamosa, IA, the new store is their first retail outlet. The facility features a 15,000 square foot showroom stocked with one of the largest selections of motorcycle parts anywhere in Florida. Thousands of parts and accessories for your Harley-Davidson®, V-Twin Metric Cruiser, Gold Wing and Sportbike motorcycle. Leather, clothing, helmets, collectibles and other motorcycle accessories are also available in this one of a kind motorcycle super store. The finishing touches are still being added as J&P Cycles® is filling the walls and a mezzanine display with fabulous antique motorcycles and motorcycle art-work and memorabilia. J&P Cycles® backs up their huge selection with a knowledgeable staff that includes both trained motorcycle mechanics and friendly customer service representatives. Store hours are: Monday - Friday, 8am - 8pm, Saturday, 8am - 6pm and Sunday, 10am - 5pm EST.

The Ormond Beach facility also houses an 11,000 foot second floor office area and technical call center that is digitally connected with the center in Anamosa. Employing over 25 full time motorcycle mechanics, the call center is also open daily to help customers with everything from fitment questions to full bike builds. Many of the call center tech are also available in the new showroom and are a vital part of J&P Cycles® top notch service.

“We are very excited to welcome everyone to the new store,” said J&P Vice President Jill Parham. “We wanted to open and make sure everything was running smoothly before we really let the word out. But don’t worry, plans are already in the works for a Grand Opening celebration.”

J&P Cycles® would like to take this opportunity to thank Strasser Construction for their tireless efforts in making the store a reality. Special thanks also goes out to Bruce and Will Rossmeyer for the opportunity to be part of the one-of-a-kind Destination Daytona complex.

“Being part of Destination Daytona is a great opportunity for J&P Cycles®, said John Parham. “There is nothing in the world like Bruce’s motorcycle complex and we are thrilled to be part of it. We are very excited about the new store and hope all of our customers love it as much as we do.”

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

