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**Armor for our bike. Clean off road grime with a wipe.
Bike Brite® launches Moto-Mask™ ON temporary barrier for touring**

April 6, 2007 – Mentor, OH – On a good, long ride, a lot of not-so-good road gunk ends up stuck to your bike's paint or ground into the chrome. Road grime, flying grit, Love Bugs and Canadian Soldiers are just some of the problems you pick up on a ride. Now there's a solution: new Bike Brite® Moto-Mask™ ON temporary mask for touring. It's "Armor for Your Bike" that lets riders "Clean Off Road Grime with a Wipe."

Bike Brite® Moto-Mask™ ON is a temporary translucent barrier that sprays onto fairings, front fork tubes, and all painted metal and chrome surfaces in a matter of minutes. The barrier coating blocks out grit and sand to prevent light road abrasion. Bugs and road grime can't penetrate the mask, so they don't stick to paint or metal. At the end of the ride, the mask and the dirt, bugs and debris it captures simply wipe away with Bike Brite® Moto-Mask™ OFF.

"I've been a rider all my life, and I've seen how Love Bugs can destroy paint, or how road grit can scratch and pit front fork tubes," says Joe Coviello, director of sales and marketing for Bike Brite. "That's why we formulated Bike Brite® Moto-Mask™ ON and Bike Brite® Moto-Mask™ OFF."

More time riding, less time cleaning. Plus a freshly detailed look after a long ride.

For riders who want to spend more time riding their bike and less time cleaning it, Bike Brite® Moto-Mask™ ON eliminates endless bucket-and-sponge sessions. Just an easy spray-and-wipe after a ride is all it takes. For riders headed to a rally or bike show, Bike Brite® Moto-Mask™ ON makes it easy to have a freshly detailed look, even after days on the road. Bike Brite® Moto-Mask™ OFF buffs to a high shine with no residue. It can even be used alone as a quick detailer. Moto-Mask™ On can also be removed with Bike Brite's Motorcycle Spray Wash, but fastest and best results are achieved with Moto-Mask™ OFF.

Block out road abrasion, Love Bugs, Canadian Soldiers.

A real-world product demonstration stopped traffic at 2007 V-Twin Expo and 2007 Dealer Expo. A freshly painted fender, half unprotected and half coated with Bike Brite® Moto-Mask™ ON, had sand sprinkled onto it from a height of about three feet. “It didn’t take long for the unprotected half to show swirling and scratching,” says Coviello. “The protected side never showed a single sign of damage. If sand can’t get through, bugs and grime don’t stand a chance.”

Bike Brite® Moto-Mask™ ON has a manufacturer’s suggested retail price of \$9.50. Bike Brite® Moto-Mask™ OFF all has an \$9.50 suggested price point. It’s distributed by all the major motorcycle distributors and will also be found at a variety of on-line motorcycle parts retailers. Both product formulations are patent pending, and like all Bike Brite® products, they come with a Money Back Guarantee.

For Bike Brite®, a leader in motorcycle care, this makes three new product launches for 2007. The third product is Moto-Mask™ Windscreen Rain Coating. The wipe-on coating for Plexiglas®, acrylic, polycarbonate and Lexan® provides water sheeting action that makes raindrops virtually disappear, allowing riders to “Rainproof Their Ride” and see clearly in rain and mist.

About Bike Brite®

Bike Brite® has been formulating and manufacturing high-performance motorcycle care products since 1992. Millions of customers have counted on Bike Brite® products, which are used and sold in dealerships and independent motorcycle shops across the U.S., with distribution in Canada, Europe, Japan, Australia and Mexico as well. Joe Coviello, the director of sales and marketing for the Mentor, Ohio-based Bike Brite® is devoted to solving motorcycle care problems he faced as a lifelong motorcyclist and is solely dedicated to the motorcycle market. Find out more at www.bikebrite.com.