

FOR IMMEDIATE RELEASE:

## **MotoSport.com and Championship Cup Series Announces 2-Year Sponsorship Deal**

Tualatin, OR, (December 14, 2007) - MotoSport.com, premier retailer of motorcycle parts, gear and accessories, and the American Sportbike Racing Association (ASRA) jointly announced a 2-year sponsorship agreement for the Championship Cup Series (CCS) Sportsman Classes. ASRA is the promoter of CCS, the largest American amateur motorcycle road racing championship. The agreement will span the 2008 and 2009 seasons during which time MotoSport.com will be the presenting sponsor for CCS sanctioned events.

Following the signing of the agreement, MotoSport, Inc. CEO Jon White commented, "Our customers are sport bike enthusiasts with a passion for riding and racing, so we felt partnering with the Championship Cup Series was a natural fit. This sponsorship continues MotoSport's tradition in sponsoring races, teams, and riders as it has in the motocross segment for many years. We feel very strongly about supporting the power sports community."

Asked about the deal, CCS Director of Operations Kevin Elliott said, "The Championship Cup Series is delighted with this sponsorship arrangement. MotoSport.com represents a new paradigm in how riders buy motorcycle parts and accessories. CCS has long been a forward-thinking sanctioning body and promoter of the best amateur road racing in the United States. Being a top parts supplier, Motosport.com is a great fit for CCS and our racers. All of us at CCS, our employees, our affiliates and competitors will be excited about this fantastic opportunity to raise the level of competition even higher."

### **About MotoSport.com**

MotoSport, Inc., based in Tualatin, Oregon (near Portland), was founded in 1999 by Bill Butcher in Yakima, Washington. The company later moved to Oregon where it quickly grew to become the largest U.S. retailer of parts, accessories and apparel in the dirt bike market. The company has continued to grow by expanding its offering in the off-road market to include ATV and side-by-side lines, and most recently entering the sport bike and Harley-Davidson® markets.

MotoSport, Inc. has experienced rapid growth by focusing on a few fundamental principles: stocking the products it sells, offering competitive prices, and most importantly, delivering outstanding customer service by hiring and retaining a knowledgeable sales staff that is dedicated to power sports and the customers it serves. For further information about MotoSport, Inc. visit <http://www.motosport.com>.

### **About ASRA and CCS**

Since 1984 the Championship Cup Series has been the Leader in Sportsman level motorcycle road racing featuring the best riders, the most races and world class venues. With 60+ sanctioned events each year across the United States and over \$10 million annually in sponsor contingencies, CCS Racing provides the largest sportsman motorcycle road racing organization in the United States.

The American Sportbike Racing Association, LLC is the promoter of the ASRA Pro Series, the ASRA Team Challenge Championship and the USA's largest sportsman motorcycle road racing series, the Championship Cup Series (CCS). For more information on any of our 60+ sanctioned events, call us at 817-246-1127 or visit our website at <http://www.ccsracing.us>.