

Press Release: For immediate publication

Date: 02/22/08

Subject: The Very Boring Rally II

The Very Boring Rally II

Aerostich and RiderWearHouse Catalog announce that the Very Boring Rally II will take place August 22-24, 2008, at Aerostich World Headquarters and the nearby Spirit Mountain Resort in Duluth, Minnesota. The event will feature riding-related seminars and shows from motorcycling greats such as acclaimed writer Dr. Gregory Frazier, Dr. Flash Gordon MD, Ted Simon, and many others. And some great VIP surprise guests! There will be on-site camping, celebrated national entertainment, great food (BBQ dinner), guided local scenic riding tours, an on-site National Championship Observed Trials, and lots of prizes, games, and awards - for motorcycle poetry readings, the oldest/youngest/farthest distance riders, and much more. Even an award for the sorriest bike ridden to the party, and one for the most worn-out Aerostich suit. Come celebrate 25 years of Aerostich nonsense and Riderwearhouse catalog mischief. Advance ticket sales, camping and hotel reservation information, and much more info is online at <www.boringrally.com>.

For more information on the Very Boring Rally II, and to see detailed online event schedules or to join the rider community planning to ride to the rally, please visit www.veryboringrally.com or call 800-222-1994.

Web: www.veryboringrally.com

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NOTE TO EDITORS: This text and artwork is also downloadable at: www.aerostich.com/pressroom/press.html

Features:

- + Aerostich's 25th Anniversary.
- + Moto-related activities a-plenty.
- + Food, fun, friends, foolishness.
- + Plenty of big fancy-ass door prizes.
- + Campfires, Cocktails, 'n Smores. (mmm...)
- + More than twice as boring as the 2003 VBR.
- + 'Collectable' VBR II pin, and some other really cute items.
- + Mix with the famous and the foolish – at the exact same time.
- + A Mr. Happy Puppet reunion.
- + Iowans welcome.