

## **Viper Motorcycle Company signs Letter of Intent for Joint Venture with Ilmor Engineering, Inc.**

HOPKINS, MN -- (Marketwire) – 10/06/09 -- Viper Motorcycle Company, a subsidiary of Viper Powersports Inc. (OTCBB: VPWI) and Ilmor Engineering, Inc. announced today that they have executed a letter of intent to partner on the manufacture of an Ilmor developed Viper Motorcycle 152 cubic inch V-Twin engine. The Ilmor version of the Viper polished billet engine, created during the past six-months, will be manufactured and assembled in Plymouth, MI, by the famed race engine design and development company and will be co-branded with the famous Ilmor name. Viper Motorcycles and Ilmor will also provide cross-marketing support to promote the relationship.

Ilmor Engineering is one of the most successful race-engine design and manufacturing firms in the world, best known for its expertise and success in the highest levels of automobile racing. The company has over 200 Indy Car wins to its credit including winning the prestigious Indy 500 no less than 15 times. Created as a race engineering company in the UK more 25 years ago, Ilmor has more than 150 personnel worldwide with facilities in Michigan, USA and Northampton, England.

John R. Silseth II, Viper Powersports CEO, said, "We anticipate a public launch of this exciting product in early 2010. Ilmor is the ideal partner as Viper prepares to increase production and take its rightful place as a premiere American OEM of high performance cruiser motorcycles."

Paul Ray, Ilmor Engineering, Inc.'s President, said, "Reaching this next stage in our growing relationship is a testament to how well our companies work together. We continue to share a strong passion for excellence that will help us forge a very long and successful relationship with Viper Motorcycle Company."

Viper Powersports designs, manufactures and markets a line of premium American V-Twin Super Cruiser motorcycles, V-Twin aftermarket engines and other related aftermarket products through an independent dealer network. Viper Powersports and Viper Motorcycle Company's websites are [www.viperpowersports.com](http://www.viperpowersports.com) and [www.vipermotorcycle.com](http://www.vipermotorcycle.com).

Ilmor Engineering is a world-class company that specializes in design, development, testing and manufacturing of high-performance and racing engines including automotive, marine and motorcycle. Ilmor Engineering's website is [www.ilmor.com](http://www.ilmor.com).

The foregoing material may contain forward-looking statements. We caution that such statements may be subject to uncertainties and that actual results could differ materially from the fore-going statements. Readers accordingly should not place undue reliance on these forward-looking statements which do not reflect anticipated or unanticipated events or circumstances occurring after the date of these forward-looking statements.

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