



Contact:
Brad Wilson
Marketing & Communications Specialist
Tel: 949-440-5500
Email: bwilson@maggroup.com

FOR RELEASE JUNE 9, 2010

**MOTORSPORT AFTERMARKET GROUP, INC. PROMOTES ZACH PARHAM
TO VICE PRESIDENT OF OPERATIONS FOR J&P CYCLES**

IRVINE, California, June 9, 2010 – Motorsport Aftermarket Group, Inc. (“MAG”) is pleased to announce that Zach Parham has been promoted to Vice President of Operations for J&P Cycles. (“J&P”). Zach has been a key contributor in developing J&P Cycles’ retail store operations, and its new and improved internet site www.jpccycles.com.

Brian Etter, President and CEO of MAG, says “Zach has a very good balance of industry knowledge and business experience. The team at J&P has done an incredible job meeting their customer needs through its commitment to superior customer service, product availability, and technical support. I am confident that the business will continue to grow and improve with Zach’s leadership.”

J&P Cycles has been one of the largest retailers in the motorcycle parts industry for over 30 years. In addition to its online and catalog business, it also serves its customers through retail stores at its headquarters in Anamosa, IA, its Destination Daytona Super Store in Ormond Beach, FL; and its Sturgis Rally location in Sturgis, SD.

Motorsport Aftermarket Group, Inc. provides motorsport enthusiasts worldwide with superior products and services from its collection of highly recognized brands including Kuryakyn, Vance & Hines, Renthal, J&P Cycles, Performance Machine, Roland Sands Design, Progressive Suspension, Burly, Mustang Seats, DragonFire Racing, Motorsport Rally Corp., and MAG Europe. Visit www.maggroupp.com for further company information.

###