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FOR IMMEDIATE RELEASE

**MOTORSPORT AFTERMARKET GROUP, INC. ANNOUNCES SCOTT
HIGHLAND AS DIRECTOR OF OFF-ROAD AND SPORTBIKE MARKETS**

IRVINE, California, March 30, 2009 – Motorsport Aftermarket Group, Inc. (“MAG”) is pleased to announce the addition of Scott Highland as its new Director of Off-Road and Sportbike Markets. This newly created role is responsible for developing and expanding MAG’s Off-Road and Sportbike segments of business.

Scott brings over 22 years of industry experience in racing and powersports businesses, including four years as General Manager of the high performance manufacturing company, Xceldyne Technologies, where he was responsible for all facets of the business. While with Xceldyne, Scott’s strategic planning generated successful growth in revenue and profits. Prior to joining Xceldyne, Scott held management roles with JE Pistons, where he initiated and developed their Sportsman Racing Products brand; more recently, Highland served as Sales and Marketing Manager with CV Products where he created and implemented their new CV4 division.

“I’m elated to join the team of premier companies in the powersports industry,” comments Scott. “The new leadership of MAG has a passion for the industry and understands the need to provide customers with excellent service, quality and value and promote the long term interest of the powersports industry.”

Brian Etter, President and CEO of Motorsport Aftermarket Group, says “we believe that Scott is the ideal candidate for this newly created position at MAG. His success as a competitive racer combined with his professional sales, marketing and product development experience provides a unique skill set to drive our growth in the off-road and sport markets.”

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.maggroup.com for further company information.

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