



PRESS RELEASE

EAGLERIDER ANNOUNCES 2005 FRANCHISE OF THE YEAR: KNOXVILLE, TENNESSEE

January 7, 2006 On December 5-7, 2005 EagleRider held its annual franchise meeting in Las Vegas, NV. to recap accomplishments made in 2005 (opening Honda test market, signing with Orbitz & Travelocity, and new franchise locations) and discuss expansion/ business development for 2006. The first two and half days were all business. The last half-day was spent relaxing while enjoying a group ride through Red Rock Canyon. That night EagleRider's 2005 awards dinner was hosted by the Las Vegas franchise. The evening was culminated by the annual awards ceremony. The San Antonio., Bakersfield, CA., Washington, D.C. and New Orleans locations were among the nights winners. The most coveted award presented each year is the EagleRider Cup. The cup is awarded annually to the franchise that exhibits: leadership, dedication, enthusiasm, marketing and market development. The 2005 recipient of The EagleRider Cup was the Knoxville, Tennessee location.

The Knoxville, TN. EagleRider franchise is owned and operated by the successful husband and wife team of Randy and Melissa Carter. "We are excited and shocked to receive EagleRider's highest award after only 2-years in business" said Randy. "I had my fingers crossed, hoping for our friends' location to win, imagine our shock when Knoxville was announced" said Melissa. "The success we have achieved can only be credited to our employees and the EagleRider support team" said Randy.

To experience the majesty and splendor of The Great Smoky Mountains rent a Harley-Davidson, ATV, dirt bike, or watercraft at **EagleRider of Knoxville**, or choose from a variety of Honda models at **EagleRider of the Smokies**. VIP services include complimentary airport shuttle service (Knoxville location), mid-week specials, and professionally designed guided and self-guided tours. Daily, multi- day, and weekly rental rates available.

About EagleRider

EagleRider operates a worldwide rental fleet of over 1,500 motorcycle and powersport units from premier manufacturers such as Harley-Davidson, Polaris, Honda, and BMW. EagleRider has over 35 locations in major U.S. cities, as well as rental locations in Mexico, Spain, and France.

Website: <http://www.eaglerider.com>

About EagleRider Knoxville and EagleRider of the Smokies

EagleRider of Knoxville and EagleRider of the Smokies boast some of the best areas for riding in the world, including the Cherohala Skyway, the start of the Blue Ridge Parkway, and the world famous "Tail of the Dragon," which has 318 curves in 11 miles.

Website: <http://www.eagleriderofknoxville.com>

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