

For Immediate Release



Contact: Kiki Haas
607.760.7788
kahaas@libertywaves.com

Going The Distance:

Loganville, Georgia, March 11, 2010:

Liberty Waves Racing (LWR) made history at the AMA Pro Roadracing Season Opener at Daytona International Speedway (DIS) by racing BMW's new S1000RR and earning two top 20 finishes in the American Superbike double header. Only 8 days passed between the time of the bike's departure from the showroom floor of Blue Moon Cycle BMW in Norcross, Georgia and its first race laps around DIS's steep banking on March 4. Aside from an oil change, the only modifications performed on the bike were those required to pass AMA Pro Racing's technical guidelines and requirements. The team ran the bike completely bone stock.



"We believed in the bike that much," stated rider and Team Captain, Eric Pinson, "and took a leap of faith to test the S1000RR's capabilities on one of the most challenging courses on the circuit." Regarding the bike's performance, Pinson added, "We know that this bike is capable of great things and are fully confident that our goal of getting in the top spots will be attained this season."

The results proved the team's confidence true. On the bike's third outing on the track, it met the 107% lap time margin and qualified for the Superbike grid in the 21st position. This margin had changed from the 108% standard in previous seasons. In race 1, Pinson worked his way through the field and finished 15th. In race 2, Pinson piloted the bike to a 19th place finish. Crew Chief / Chief Mechanic, James Spinks, summed it up as "Off the showroom floor – a top 20 Superbike."

"It's a long season and we're in for the duration," added Team Managing Director, Kirsten Haas. "We have something tangible to build and improve upon."

Being an independent team with no ties to any specific motorcycle manufacturer (known as "privateer" in the motorcycle race circles) gave LWR the freedom to choose the best bike to carry them the distance and achieve their goal of being a top finisher in the highly competitive American Superbike Class. For 2010, all data pointed to the BMW S1000RR being the bike for the job.

Being a consistent top finisher in the elite class of American Superbike (the competitive forum that produced international race heroes including Nicky Hayden, Ben Spies and Mat Mladin) requires more than just winning a few races in a season of 20 races. It requires fortitude, determination, strategy and more. "Winning," states Pinson, "is a full-time job."

Press Release: LWR Going The Distance, continued; p.2 of 2

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With homework and considerable follow-up, LWR' program took shape just in time for the season opener. Haas explained, "We're thrilled with this opportunity to do something no one else has done and have been overwhelmed by the number of BMW fans and owners who have sought us out and are excited about our program and the S1000RR. We can hardly wait for the next race."

LWR is heading to California for the next round at Auto Club Speedway, March 26-28. Watch for the team's BMW S1000RR running as bike #2 for the American Superbike double header.



About LWR

2010 marks LWR's fourth season on the pro AMA roadrace circuit. -- the premier professional motorcycle racing organization in North America. Having competed in 600cc bike classes for three complete seasons, the LWR Team felt ready to take on the challenge of 1000cc American Superbike competition. In going head-to-head with the nation's best field of riders and machines, LWR endeavors to carry the momentum built over three consecutive years, including a 2009 championship bronze medal in the AMA endurance class (Moto GT1).

LWR is dedicated to performance and results for both on and off-track activities. 2010 season sponsors include Blue Moon Cycle BMW, Dairyland Cycle Insurance, Arai, Heroic Racing Apparel, DID Chains, Vortex, HMF Exhaust, Royal Purple, GPR Stabilizers, TCX, Woodcraft and DeKalb Tech Motorcycle Service Technology. Liberty Tax Service stepped up to be the event sponsor for the 2010 season opener and, along with the Volusia County Sheriff's Department, promoted the Cell Phone For Soldiers program by passing out calling cards to fans with loved ones serving overseas. Heroic Racing Apparel came to the rescue in providing Pinna a new Heroic Traxxon Suit to allow him to take on race #2 with a set of leathers sporting all the features to let him "pin it" and feel 100% confident about his safety. Sponsors of seasons past include: Antelope Valley H-D, Malcolm Smith Motorsports, Big #1, and RaceTech. The team is comprised of a full time crew for race support and promotions. To learn more, go to www.kowgo.com

About AMA

AMA Pro Racing is the premier professional motorcycle racing organization in North America. AMA operates a full schedule of events and championships for a variety of motorcycle disciplines. Headquartered in Daytona Beach, Florida, the organization operates and manages AMA Pro Roadracing comprised of three classes including AMA Pro American Superbike, AMA Pro Daytona SportBike and AMA Pro SuperSport. Race events are at tracks all across the country, from Daytona International Speedway in Florida to Mazda Speedway Laguna Seca in Monterey California. AMA Pro Racing draws top riders from around the world. 40,000 plus spectators typically attend AMA race weekends and road race courses are in scenic settings that allow viewers the freedom to roam around and catch the race action at different vantage points. Tracks are 2-4 miles of curves, swoops and straight-aways. Riders accelerate to speeds of nearly 200 miles per hour, winding in and out of turns, up and over crests with only a leather suit to protect them if things don't go according to plan. To learn more, go to <http://www.amaproracing.com/about/>