

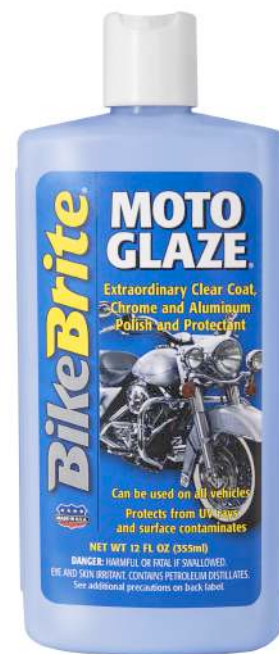


Bike Brite® Debuts the New Bonus Size Packaging of *Moto Glaze*® at the Same Price

Cleveland, OH (August 22, 2014) – The legendary Bike Brite Inc., makers of the #1 selling motorcycle spray wash, just announced a new bonus size packaging of their top-selling product *Bike Brite*® *Moto Glaze* for no additional cost.

Bike Brite® changed the packaging size from eight ounces to 12 ounces without a price increase. Bike Brite has also updated the packaging to its new logo design. “Moto Glaze® is an essential product for riders to protect their bikes,” says Joe Coviello, owner of Bike Brite Inc. “And we’re excited that we can offer this new value to our customers.”

Moto Glaze® is an Extraordinary Clear Coat, Chrome and Aluminum Polish and Protectant that can be used on all vehicles. Protects your ride from ultraviolet sunrays and surface contaminants. Oxidation, exhaust and road film are easily removed. Moto Glaze® can be used on glass, clear coats and chrome.



About Bike Brite®:

Ride Hard, Clean Easy.

That's a promise from Bike Brite®.

Since 1992, Bike Brite® has manufactured high quality Motorcycle, ATV, UTV, Bicycle and Automotive Appearance Products in a variety of categories. Bike Brite® products are American-made and include a money-back guarantee.

Joe Coviello is Bike Brite's owner and president, and also a lifelong motorcyclist. He partnered with the worlds largest wax maker for automobiles, Blue Coral® to develop Bike Brite's flagship *Motorcycle Spray Wash*. Tested and approved by the Motorcycle Riders Club of America, Bike Brite® is one of the most popular brands in the motorcycle market with over 22 different products and 15 trademarked names.

The crew at Bike Brite® has long been considered motorcycle grime experts. They not only research and test materials, but as experienced riders they are able to formulate products that are easy to use, work fast and deliver show-quality results every time. They do most testing at their own facility and often use third party labs to help support research and development. They believe that owning a motorcycle is an investment and it's important to protect it and keep it looking new.