

# For Immediate Release



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## Heroic Racing Apparel Provides Liberty Waves Racing (LWR) New Traxxion:

**Loganville, Georgia, March 11, 2010:** LWR pleased to announce new team sponsor, Heroic Racing Apparel. Upon LWR's successful debut of the BMW S1000RR in AMA Pro Racing's Superbike Double Header Season kick-off race at Daytona International Speedway, Heroic furnished LWR rider, Eric Pinson, a new Heroic Traxxion Suit to allow him to take on Race #2 with the confidence to "pin it" and feel safe. The suit not only looks great, but its features allow Pinson the comfort that comes with feeling protected and the freedom to execute maximum performance. With Heroic on its side, LWR is on track for safe 2010 season.

### About Heroic Racing Apparel

Heroic Racing Apparel prides itself in delivering the safest rider apparel available in the motorcycling market. From race leathers to touring jackets, apparel with the Heroic label helps give a rider confidence in feeling protected and puts riders on track for safety. Heroic is based in New York and serves riders nationwide with an impressive line of apparel highlighted on the Heroic website, <http://www.heroicracing.com/default.asp>

### About LWR

2010 marks LWR's fourth season on the pro AMA roadrace circuit. Having competed in 600cc bike classes for three complete seasons, LWR takes on the challenge of 1000cc American Superbike competition for 2010. LWR endeavors to carry the momentum built over past seasons 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. 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](http://www.kowgo.com)



Pinson, March 4, 2010



Pinson, March 5, 2010

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