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RealHog.com Launches Member Driven Harley-Davidson® Parts and Accessories Site

*Company Research Shows Customers Emphasize Quality and Security,
Enjoy Peer Feedback*

Livermore, CA – July 10, 2006. Cruiser Customizing, Inc., a leading online reseller of motorcycle parts, accessories and apparel with 100,000 members, announced today the launch of www.RealHog.com, a Web site dedicated to the Harley-Davidson parts, accessories and apparel marketplace.

One key difference between www.RealHog.com and other motorcycle sites is its focus on member feedback regarding the quality and performance of products. This peer feedback mechanism ranked high in company surveys about site features. In addition to commenting on products, members create a “My Hog” page to display photos and manage wish lists.

Additionally, the company found that all customer segments put a high premium on brand names, high-quality parts and online buying security. Customers strongly indicated they preferred to buy from well-established resellers when purchasing online. Cruiser Customizing is one of the most experienced online resellers -- it has been selling online for five years and now has a large central warehouse and showroom in California.

“The customers that ride Harleys want a dedicated online experience designed just for them,” said Uwe Druckenmueller, CEO of Cruiser Customizing, Inc. “Real Hog is a blend of what we’ve learned selling online, and what Harley owners have told us they want from a reseller. The result, RealHog.com, is the best of both worlds.”

About Cruiser Customizing, Inc.

Cruiser Customizing, Inc., located in Livermore California, is a leading online reseller of motorcycle parts, accessories and apparel. In just a few short years, it has developed a member base of over 100,000. Its community of users is one of its primary strengths: feedback leads to better selection of products and overall customer satisfaction.

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