



The **Sharpe** Company, Inc.

## Press Release



### **NORTON MOTORCYCLES RETURN TO ROAD AND TRACK FAMOUS BRITISH MOTORCYCLE BRAND AVAILABLE FOR LICENSING**

MANHATTAN BEACH, CA April 2009: A new era in the life of NORTON MOTORCYCLES, the iconic motor vehicle marque and the most famous of British motorcycle brands, has begun.

Norton Motorcycles are returning to the race track and road in 2009 with the launch of both a new race bike, which will start competing this summer, and a new road bike, which will go on sale in the US later this year.

Norton has developed a new race bike NRV 588 which will return to tracks around the world starting with the world's best known endurance racing event the Isle of Man TT in June 2009. A Norton motorcycle was the winner of the first TT race in 1907. Throughout the 50's, 60's, 70's and into the 1980's Norton bikes consistently raced all over the US and were regular winners.

Norton is now available for licensing in North America. The brand is represented by The Sharpe Company, Inc. on behalf of Norton Global Brands.

"Our licensing program will target two markets that will undoubtedly cross over. First, the motorcycle enthusiasts and fans who remember classic Norton motorcycles from an earlier era, and second - concurrent with the new race team's launch - we will develop hot products and accessories that will introduce the brand to a whole new generation," says Charlie Day, president of Sharpe. "We know that there is much fond nostalgia for the race winning Norton brand in the US. There are high expectations for both the new race bike and the new road bike Norton is introducing in 2009."

The 961 Commando represents a new beginning for Norton Motorcycles. Designed and built from the ground up, this bike will continue the Norton legacy of defined style and performance.

Already garnering interest and acclaim from motorcycle enthusiasts around the world via consumer magazines, the Internet and blogs, the 961 Commando bike will be formally introduced to the worldwide consumer market in June of this year. It is expected to reach U.S. customers later in the year.

As well as creating a new 'state of the art' road bike the Norton brands will see a vigorous licensing program through Norton Global Brands to safeguard and develop licensing of all kinds from spare parts to clothing.

"We intend to re-establish Norton as a premier motorcycling brand across the World," commented

Tony Norton CEO of Norton Global Brands, "Our trade marks and brand have incredible strength and value, we will strongly enforce our position as the new owners of these world famous brands and ensure our new partners benefit from a robust protection program going forward'.

This is the beginning of a new and exciting era in a brand that was started over 100 years ago by James Lansdowne Norton. The 961 Commando is just the first new Norton model to be launched from the all new Commando Platform. Each new model will draw inspiration from the past and build on the Norton legacy for the future. There are four more bikes on the drawing board and they will be developed and go into production during 2010 and 2011.

The Norton trademarks include the Norton, Manx, Atlas, Commando and Dominator brands. All brands and categories are available for licensing.

**About The Sharpe Company**

The Sharpe Company is a boutique intellectual property agency, offering clients a total package of IP rights representation. We serve as a licensing agent and consultant, as well as a strategic brand development manager and entertainment packager. Sharpe provides a wide range of global services and opportunities to owners of intellectual properties - both brands and characters. Sharpe brings a truly global perspective to the business of marketing intellectual properties with an emphasis in marketing IP from Europe in North America and IP from North America in the rest of the world. With more than 40 years combined IP licensing experience in the global consumer product marketplace, Sharpe's team can make it happen. Contact: Ruth Adams, (310) 545-6839, radams@sharpeco.com