



Hot Leathers to Feature Multiple Vendor Locations at Sturgis Bike Week-- Sturgis, SD (July 23, 2009) Hot Leathers will be represented to the fullest at Sturgis Bike Week this year. The industry leader in motorcycle apparel and accessories is proud to feature ten locations in and around Sturgis during Bike Week this year. Rally-goers will be able to choose from the Hot Leathers permanent location on Main Street Sturgis in addition to a number strategically located spots including several out at the Legendary Buffalo Chip; the famed Sturgis hot spot.

Customers will be able to purchase from a significant selection of specialty-printed Sturgis Rally merchandise including t-shirts, hats and other miscellaneous products for men, women, and children. Known for offering the best selection of motorcycle merchandise in stores, online and on the road, Hot Leathers is proud to showcase its quality products at a number of locations at Bike Week. Wherever you find yourself at Sturgis, a Hot Leathers location is sure to be nearby.

Hot Leathers has been serving the motorcycle community for over 25 years. The company's growing wholesale and printing facilities have earned it a place as one of America's top 50 volume screen printers. Hot Leathers is constantly on the road, showcasing its merchandise at a number of rallies and events across the country. Keep an eye out this summer for the Hot Leathers logo. It's a brand you can trust with prices you can easily afford.

Go to www.hotleathers.com for your printable coupon worth \$10 off a purchase of \$50 or more redeemable at any one of its Sturgis locations.

--Ken Conte