

LATEST NEWS

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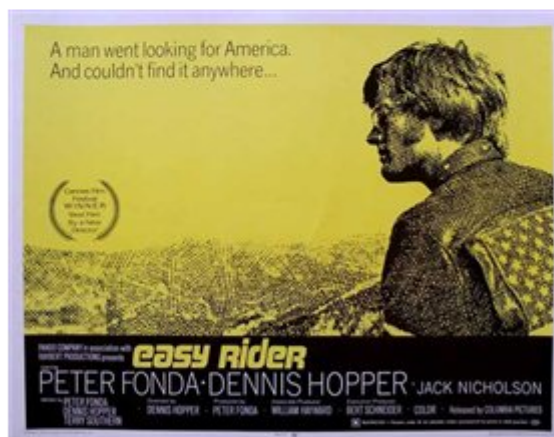
THE LEGENDARY BUFFALO CHIP ANNOUNCES THEME OF 9TH ANNUAL MOTORCYCLES AS ART EXHIBITION PRESENTED BY MICHAEL LICHTER

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Sturgis, SD (May 1, 2009) The theme of Michael Lichter's 9th annual Motorcycles as Art Exhibition during the Sturgis Rally this year will focus on history and motorcycle icons. The exhibit will be presented at the new Lichter Exhibition Hall on the grounds of The Legendary Buffalo Chip. Although there are many "iconic" symbols that have defined motorcycle culture, this year's exhibition entitled "Rebel Rousers - Motorcycle

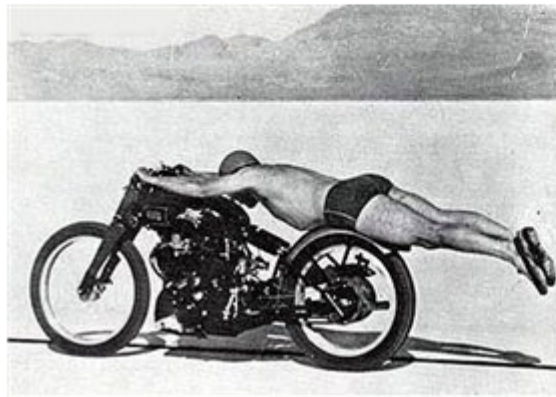
Icons that Inspired Us to Ride" will remind Sturgis rally-goers what motorcycle icons may have fueled their passion for ride through a stunning review of world-class motorcycles, art and movie memorabilia.



While the word "icon" has come to mean "someone or something widely and uncritically admired" and is often used synonymously for "fame," "renown" or "legend" in our celebrity-driven culture, this exhibition will attempt to recapture some of the original sense of the word "icon" as it refers to symbols and revered images. On display will be motorcycles, from Captain America and Billy bike to Dave Mann's Ghost Rider, and memorable images like Rollie

Free flying down the salt, as well as posters and stills from films like The Wild One, On Any Sunday and Easy Rider. All of the objects in the show have in some way become sacred to bikers. They have inspired -- and will continue to inspire -- the devotion of enthusiasts. In addition to looking back, the exhibit will look at contemporary images and bikes that may be considered iconic to future generations of bikers, such as films from Biker Boyz to The World's Fastest Indian, and motorcycles like Jesse James' "Camel Bike" and Indian Larry's "Wild Child" BBO bike.

The Legendary Buffalo Chip has built "The Lichter Exhibition Hall" which is a 7,000-square-foot facility designed to showcase art and motorcycle exhibits like this year's "Rebel Rousers," as well as future shows by Michael Lichter. The exhibition will be open to the public Saturday, August 1st through Friday, August 7, 2009, and admission is free. To see more about this year's exhibition and Lichter's past exhibits, visit www.motorcyclesasart.com



"Rebel Rousers - Motorcycle Icons that Inspired Us to Ride" would not be possible without the generous support of the National Motorcycle Museum in Anamosa, Iowa, the Wheels Through Time Museum in Maggie Valley, N.C., and many industry and private collectors. Conceptual help came from Professor Steven Alford, Professor Suzanne Ferriss and Dave Nichols. Presenting sponsors for this year's exhibit include, Interstate Batteries,

Metzeler Tires, Progressive Insurance, and Spectro Oil.

Now celebrating its 28th consecutive year as "The Best Party Anywhere," The Legendary Buffalo Chip is the Sturgis Rally's best-known hot spot. Since 1982, the Chip has become internationally famous for the performances on its 4 stages, hot bartenders and special events presented "by bikers, for bikers." The Legendary Buffalo Chip has been featured on one 13-episode television series and five television specials, some of which remain in current broadcast rotation. Its 2009 schedule of events includes its 9-day concert series (free to campers) featuring favorites like Aerosmith, Toby Keith, Cheech and Chong, Hinder, Tesla, George Thorogood and Creedence Clearwater Revisited.

Michael Lichter began photographing custom bikes and the biker lifestyle after merging passions for photography and Harleys in 1977. In the years since, Easyriders Magazine and their sister publications have published over 900-articles with his photography. Michael continues to supply imagery for clients as diverse as Nikon Cameras, Rolling Stone magazine, Indian Motorcycles, S&S Cycle, Baker Drivetrain, Wiley X sunglasses and more than 20-motorcycle magazines internationally. Since 2001 he has exhibited his limited edition archive prints in galleries across America and abroad and is now finishing work on his 10th book.