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Bike Brite® launches Moto-Mask™ Windscreen Rain Coating Patent-pending formula lets motorcyclists “rainproof their ride.”

March 21, 2007 – Mentor, OH – Bike Brite®, a leading maker of motorcycle care products, is launching Moto-Mask™ Windscreen Rain Coating. The wipe-on coating provides water sheeting action that makes raindrops virtually disappear, allowing riders to see clearly in rain and mist. The patent-pending formulation is safe on Plexiglas®, acrylic, polycarbonate and Lexan®. It also protects and aids in vision, related to helmet visors and mirrors.

“Moto-Mask™ was developed especially for motorcycle windscreens, and there is nothing like it on the market,” says Joe Coviello, director of sales and marketing for Bike Brite. “You can even apply it in the rain and still get a crystal clear view. It even prevents water spots when the rain dries.”

Moto-Mask™ Windscreen Rain Coating was previewed at the 2007 V-Twin Expo and 2007 Dealer Expo and earned rave reviews. Says Coviello, “People couldn’t believe the crystal-clear view, no matter how much water was thrown at the windscreen. They can’t wait to see the products on the store shelves – and on their own windscreens.”

Moto-Mask™ Windscreen Rain Coating has a manufacturer’s suggested retail price of \$8.99. It’s distributed by all the major motorcycle distributors and will also be found at a variety of on-line motorcycle parts retailers. Like all Bike Brite® products, it comes with a Money Back Guarantee.

Moto-Mask™ Windscreen Rain Coating is the first of three Moto-Mask™ products that Bike Brite® will launch this Spring. The products include Bike Brite® Moto-Mask™ ON. It is a spray-on temporary barrier mask for use on bikes for touring. It protects the paint, fairings, front fork tubes, and mirrors from light road abrasion, grit, road grime and even damage from insect residue (like Love Bugs and Canadians Soldiers). Then the dirt, insects and mask wipe away with Moto-Mask™ OFF. “We call it Armor for your bike,” says Coviello. “Now touring doesn’t have to take its toll on your motorcycles paint, chrome and mirrors.”

About Bike Brite®

Bike Brite® has been formulating and manufacturing high-performance motorcycle care products since 1992. Millions of customers have counted on Bike Brite® products, which are used and sold in dealerships and independent motorcycle shops across the U.S., with distribution in Canada, Europe, Japan, Australia and Mexico as well. Joe Coviello, the director of sales and marketing for the Mentor, Ohio-based Bike Brite® is devoted to solving motorcycle care problems he faced as a lifelong motorcyclist and is solely dedicated to the motorcycle market. Find out more at www.bikebrite.com.