



WORLD PREMIERE

PRESS RELEASE

GOGO GEAR, FIRST WOMEN'S PROTECTIVE GEAR TO WALK AND WIN AT LA FASHION WEEK, ARRIVES IN MILAN FOR EUROPEAN LAUNCH

Fresh off its win at LA Fashion Week (October 16, 2009), Los Angeles based protective gear company ScooterGirls, Inc., arrives at EICMA for the European launch of its innovative and exciting "GoGo Gear", the first fashion-forward, highly-styled riding gear for women motorcycle and scooter riders. Designed to appeal to today's image-conscious, contemporary motorcycle and scooter enthusiasts, GoGo Gear solves the problem of finding attractive and affordable protective riding wear.

GoGo Gear is the first chic, fully-armored, abrasion-resistant and highly-reflective coat for today's woman on the go. GoGo Gear emphasizes cutting-edge, feminine outerwear with robust interior engineering that includes abrasion resistant fabric; CE approved body armor in the back, shoulder and elbow areas; and includes reflective details for low visibility conditions. The "360 Retroreflective" line is designed to provide enhanced visibility for low-light and night-time riding. "360" is the quintessential commuter line: wear it during the day and then reverse it at night for maximum visibility.

GoGo Gear is on exhibit at EICMA November 10-15, 2009 (Hall 2, Booth R08).

CONTACT: ARLENE BATTISHILL 01 323 662 1600 OR 01 323 203 7411
EMAIL: INFO@SCOOTER-GIRLS.COM
WEBSITE: WWW.SCOOTER-GIRLS.COM