



For Immediate Release

Vega's got a new Attitude for cruiser helmets in 2010

SEATTLE, Wash., February 12, 2010 –Vega, the leader in quality helmets and riding gear at an affordable price, announces the addition of the dual-certified Attitude to its expanding line of full face helmets. The Attitude combines convenient functionality, great comfort and superior safety along with a heavy dose of style.

The Attitude comes fully-loaded with a tinted, interior drop-down sunshield and a six position optically correct exterior shield so the rider can easily adjust to changing environmental conditions. Rider comfort is ensured with ample venting for maximum airflow and with a removable/washable Comfort Fit liner made of super-absorbent Wick-Dri fabric.

The Vega design team has come up with an exciting array of color and graphic options for the new Attitude, including the Fierce graphic in five different colors and the limited edition Dragon graphic. The multi-colored, asian-inspired Dragon consists of a detailed asymmetrical dragon that wraps around the entire helmet.

For the first time, Vega is offering a high visibility color - an increasingly popular choice for the safety-conscious rider. The Hi-Vis Yellow is among six solid color options for the Attitude.

“The Vega family has been busy working on new offerings to bolster the enthusiasm of the motorcycle riding community in 2010,” said Jeanne DeMund, Vice-President of Vega Helmet. “We are hopeful that the feature-rich and graphically exciting Attitude helmet will do just that.”

Vega has designed the Attitude to meet both the stringent European ECE 22.05 standard, as well as meeting or exceeding DOT standards. The Attitude is available in six sizes (XS-2XL) and is offered at an MSRP of \$99.99 for solid colors and \$109.99 for graphic options.

About Vega Helmet

Vega Helmet is the exclusive importer and dealer-direct distributor of Vega motorcycle helmets, apparel and accessories. Founded in 1994, Vega specializes in highly competitive dealer pricing for feature-rich motorcycle helmets and related gear.

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