



## NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

### **PEGGY LLEWELLYN INKS HELMET SPONSORSHIP WITH AKUMA HELMETS**

**(SAN ANTONIO, Aug. 4, 2009)** - - NHRA Pro Stock Motorcyclist Peggy Llewellyn inks a one-year helmet sponsorship deal with AKUMA Helmets, manufacturer of the world's most technologically advanced motorcycle helmets.

"I am excited about the sponsorship with AKUMA Helmets for a couple of reasons," says a smiling Llewellyn. "One, they are San Antonio based, and secondly, they are extremely dedicated to high standards for safety which is most important. I am truly excited to race wearing an AKUMA helmet."

AKUMA Helmets, an American owned and operated company, combines some of the most sought after features in motorcycle helmets into one helmet. They are most noted for the I.P.S.<sup>™</sup> (Integrated Power System) technology used in the motorcycle helmet line. The patented system, developed by former Navy pilot and company President and CEO Kerry Harris, allows all electronic features to be powered directly from the helmet itself. The helmets also integrates trademarked hyper-graphics, Transitions<sup>®</sup> SOLFX<sup>™</sup> photochromic visors, high visibility LEDs built into the back of the helmets, and an ultra bright map/utility light built into the front of the helmet.

"We are honored and grateful to be able to sponsor Peggy. She has really broken tremendous ground and set a standard in the sport that will be hard to match," said Harris. "Her dedication, professionalism, and drive to be the very best is commensurate with our company philosophy, and we are very happy to be a part of her journey."

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**Post Office Box 23258 - San Antonio, Texas 78223**

**Page 2 – Llewellyn/AKUMA Helmet Deal**

The helmet sponsorship will take Llewellyn through her comeback in September for remainder of the 2009 NHRA season and half of the 2010 season.

Llewellyn, of Jamaican American and Mexican American decent, is the first black woman to win a professional motor sports event. Winning at the NHRA POWERade Dallas event in 2007 earned her an appearance in the inaugural Countdown to 4 and Countdown to 1, giving her a finish in the POWERade top five in standings where she recorded her post-career-best time and speed.

The three year professional motorcyclist ran an abbreviated season in 2008 where she advanced to the semifinals in Denver, finishing the season qualifying five of six races.

Named Female Athlete of the Year by The Elements of a Champion Foundation for displaying extraordinary character on and off the racetrack, Llewellyn is dedicated to her community through actively being involved with Women's Sports Foundation's Go Girl Go! and independently promoting the sport of motorcycle racing, physical fitness education, and following dreams to young girls.

For more information, visit [www.peggyllewellyn.com](http://www.peggyllewellyn.com) and [www.akumahelmets.com](http://www.akumahelmets.com).

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The logo for AKUMA, featuring the word "AKUMA" in a bold, italicized, sans-serif font. The letter "A" is significantly larger and more stylized than the other letters, with a sharp, angular design.