

Dynacraft/Tony Hawk Press Release
June 4, 2007

Dynacraft BSC, Inc. Announces Exclusive Retail Partnership with Tony Hawk

American Canyon, CA (June xx, 2007) – Dynacraft BSC, Inc., a leading U.S. bicycle distributor, announced today that it entered into an exclusive licensing partnership with skateboarding legend and action sports pioneer, Tony Hawk. Under terms of this agreement, which was brokered by IP Chemistry, a division of the Dimensional Branding Group, Dynacraft will develop several new lines of bicycles under the “Tony Hawk” brand. The line will debut at this year’s Interbike show in Las Vegas at the end of September. “Tony Hawk” bikes will be available in retail stores beginning Spring 2008.

In announcing the agreement with Tony Hawk, Inc., Dynacraft Managing Director John Bisges said “We’re delighted to partner with Tony, his team, and his brand for this new initiative. Tony and Dynacraft share many similar characteristics and values. Tony’s adventurous spirit, his broad appeal to teens and young children, and dedication to action sports are what makes this relationship so attractive to us”.

Mr. Hawk added: “I’m looking forward to a long and successful partnership with Dynacraft. Their expertise in bike design and technology has made them a leader in their industry. Together, we’ll develop unique lines of “Tony Hawk Huckjam” bikes that will excite the most discerning consumers.”

Dynacraft is planning two different series of “Tony Hawk” products designed for its many clients. “*The Tony Hawk HuckJam Series*” will be created for Dynacraft’s mass merchandise customers. “*The Tony Hawk Signature Series*”, being developed by Dynacraft’s recently launched Specialty Retail Group, is for sporting goods chains and other specialty retail customers. This series will include a super premium line of carbon fiber bikes and highest end 20” rotor bikes to be distributed online and through several select customers.

All “Tony Hawk” branded bikes will be distinguished through innovative paint finishes, new custom components, new types of frames, and new benchmarks for decal/graphics packages and applications. Mr. Bisges adds “Tony Hawk” bikes will be completely different than anything Dynacraft has distributed in the past. They will have higher end components, updated frames, and the most cutting edge graphics ever. We’re all extremely excited about this new bike line, and are certain it will be a big hit when we showcase it to customers at this year’s Interbike show”.

About Dynacraft BSC, Inc.

Dynacraft BSC, Inc. is a leading U.S. bicycle distributor. With eleven different brands and over 150 models, the company distributes bikes each year to customers that include Academy Sports, Amazon.com, Costco.com, KB Toys, Target, Toys R Us and Wal-Mart, to name a few. Through its newly launched Specialty Retail Group, Dynacraft also provides specialty and sporting retailers, as well as consumers, with technologically advanced product lines that deliver superior value versus competition.

Dynacraft employs a vertically integrated business approach designed to ensure quality control at every step of the process. The company maintains corporate headquarters and warehouse operations in American Canyon, California. For additional information, please go to www.dynacraftbike.com.

About Tony Hawk Inc.

Tony Hawk Inc. is a world leader in its field with the unprecedented ability to bring alternative sports and their unique lifestyle to the masses while maintaining an indispensable edge of authenticity with the market's hard-core, trendsetting audience. Founded by Tony Hawk in 1998

and based in Vista, CA, the company is organized into five segments: Merchandising, Events, Endorsements, Film and Digital Media. These lifestyle sports include skateboarding, BMX, Motocross, surfing and snowboarding. Consumer goods bearing the Tony Hawk brand have dominated several markets, including interactive games, skateboards and sporting goods, lifestyle apparel, toys, interactive content, food, publications and more.

About Dimensional Branding Group

Based in the San Francisco Bay Area, Dimensional Branding Group (DBG) focuses on brand licensing with a unique emphasis on strategic marketing and consumer research. DBG specializes in developing evergreen toys, children and iconic brand trademarks into entertainment placement and new extension markets. For more information, visit www.dimensionalbranding.com or call 415-442-5110.

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