

## **For immediate release**

### **Update your style with new riding boots from Vega**

**SEATTLE, Wash., February 11, 2008** –Vega, the leader in quality helmets and riding gear at an affordable price, announces the availability of two new boot models for both casual riding and sportbike enthusiasts. The Merge and the Sport II add updated styling, protection and functionality to Vega's line of motorcycle footwear.

The latest addition to the casual cruiser line-up is the Merge boot. This year-round lightweight boot is made of an all-leather upper with suede details, high-visibility markings and a sturdy rubber outer sole. Crafted to withstand the rigors of riding, the Merge is made with molded rubber ankle protection, a heavy-duty shifter guard and a replaceable toe slider. Padded insole, tongue and liner along with easy-to-tighten laces ensure a comfortable fit. Lacing is tucked neatly away under a Velcro flap closure. The Merge is available for both men (size 9-13) and women (size 6-11), with the ladies' version crafted on a ladies' last for a more precise fit.

For the more aggressive street rider interested in a top-of-the-line entry-level boot, Vega's new Sport II is the answer. The boot's upper is made of stitched leather, embossed leather details, high-visibility markings and a sturdy rubber sole. The Sport II offers comfort, support and durability with a fully padded interior and articulated instep, as well as molded rubber heel cup, ankle guard and a replaceable toe and shin slider. A wide gusset and a Velcro zipper closure makes for an easy on/off fit and suits a range of calf sizes. The Sport II is available in men's sizes 8-13.

"We continually strive to offer our riding customers greater protection, comfort and style at Vega's hallmark value pricing," said Jeanne DeMund, Vice-President of Vega Helmet. "We are excited to update our boot collection with the Merge and Sport II and are confident that Vega's customers will enjoy these new options."

The Merge is offered at an MSRP of \$69.99 and the Sport II is offered at an MSRP of \$99.99.

#### **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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