



Gold Wing Road Riders Association

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Gold Wing Road Riders Association Establishes New Marketing Position; Contracts New Wing Ding Event Management Company

Phoenix, AZ (July 30, 2008) — The Gold Wing Road Riders Association (GWRRRA) is pleased to announce the appointment of longtime GWRRRA Event Management Group (EMG) Director, Edward Price, to the newly created position of Marketing Director.

Mr. Price had been the EMG Director for seven years. In this capacity, he planned the annual GWRRRA event, Wing Ding, with a staff of dozens of GWRRRA Volunteers and the officials of cities, states and local Convention & Visitors Bureaus of various cities where the event was held. Most recently, Mr. Price organized Wing Ding 30 in Greenville, South Carolina, this past July Fourth week. Mr. Price also organized other GWRRRA national and international functions, such as Wing Ding Europe, held in Sakskøbing, Denmark, last year.

As Marketing Director, Mr. Price will continue to organize some GWRRRA events and will plan strategic methods of marketing GWRRRA to the public through the motorcycle media and other forms of consumer media.

GWRRRA recently contracted KKT Event Management, LLC, of Surprise, Arizona, to coordinate future Wing Ding events, the next of which will be held in Tulsa, Oklahoma, in July of 2009. KKT is a management company owned by Kevin and Kristi Thomas, both of whom have extensive backgrounds in tourism and event management, including The Organization Of Associated Salespeople In The Southwest, Inc.'s (OASIS) semi-annual OASIS Gift Show®. In addition, Mr. Thomas was GWRRRA's Event Manager from September 1998 to August 2001 when he was the head coordinator of Wing Ding.

GWRRRA, the world's largest single-marque social organization for owners and riders of Honda Gold Wing and Valkyrie motorcycles, is an international association, founded in 1977, with 75,000 members worldwide, thousands of whom attend Wing Ding each year.

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