

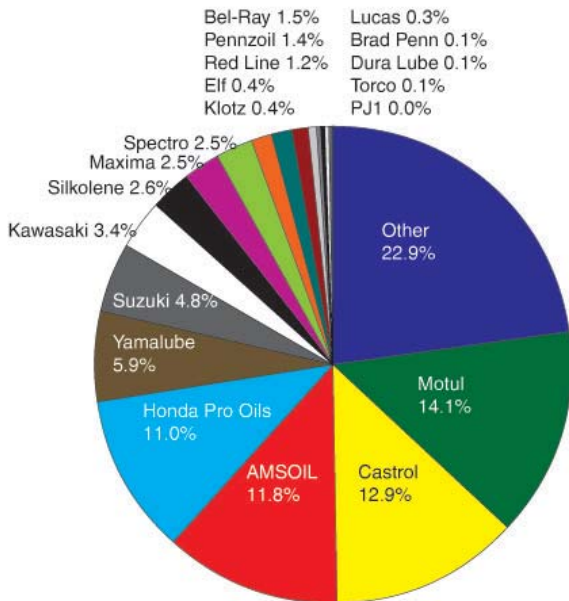
Surveys Indicate Increased AMSOIL Presence in the Motorcycle Market

In addition to its long-time presence in both the amateur and professional motocross and supercross circuits, including sponsorship of the Factory Connection team, over the past several years AMSOIL has become the Official Oil of AMA Pro Road Racing, presenting partner of the AMA Pro Daytona Sportbike Class and the Official Oil of the three largest bike rallies in the nation: the Sturgis Motorcycle Rally, Daytona Bike Week and Laconia Motorcycle Week.

The company's increased presence in the motorcycle market has produced positive and impressive results. In fact, a series of recent *Sport Rider* and *Dirt Rider* reader surveys indicate AMSOIL is among the most popular oils in both the two- and four-stroke motorcycle markets.

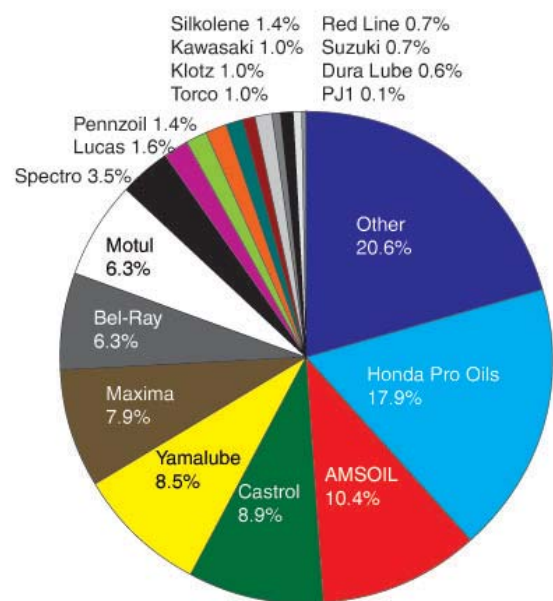
2010 Sport Rider Reader Survey Results

What brand engine oil do you buy most often?



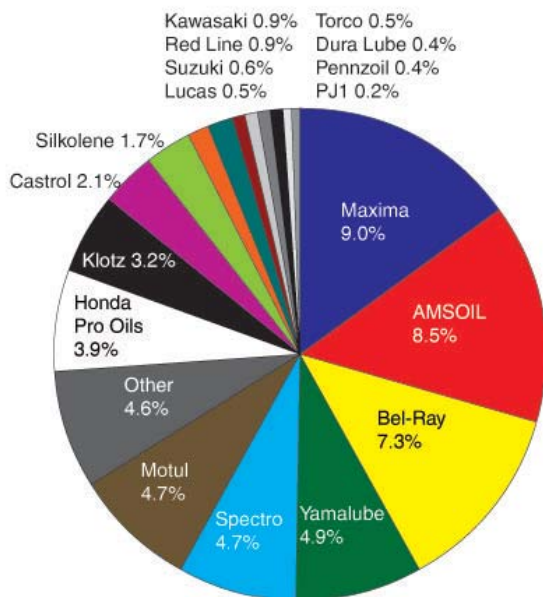
2010 Dirt Rider Reader Survey Results

What brand four-stroke oil do you buy most often?



2010 Dirt Rider Reader Survey Results

What brand two-stroke oil do you buy most often?



2010 Dirt Rider Reader Survey Results

What brand two-stroke gearbox oil do you buy most often?

