

**LEGENDARY FOOTBALL QUARTERBACK JOHN ELWAY TEAMS UP
WITH CHEETAH CHOPPERS TO CREATE LIMITED EDITION
SIGNATURE SERIES CUSTOMIZED CHOPPERS**

**Both Elway and Cheetah Choppers are known for reliability, dependability
and an exciting drive**

Dec. 10, 2008--GREELEY, CO—Cheetah Choppers has teamed up with football Hall of Fame quarterback John Elway to create 20 Limited Edition Signature Series customized choppers.

These collectible V-Twin custom motorcycles will be available for purchase on Cheetah Choppers' website at www.cheetahchoppers.com and each bike will be signed by football legend John Elway. There will only be 20 choppers produced, and every bike will be personally designed by Elway in the blue, orange or white colors that he wore in his 15 years as a professional football player. Every chopper will have a number stamped on the bike as part of a limited collection. Cheetah Choppers will present Elway with bike number seven -- the number he wore on his jersey during his storied career.

In addition, 10 percent of the proceeds from each bike sold will go towards the Starlight Children's Foundation—an organization created to help seriously ill children and their families cope with the challenges of prolonged illness.

“We are thrilled to be working with John Elway, a personality famous for the drive,” said Jamie Johnson, president and owner of Cheetah Choppers. “For the launch of our first signature series chopper line, we selected a star who has a passion for life and is a natural leader, as well as being a highly ‘collectable’ figure who is recognized and respected by all types of sports fans.”

Each unique chopper is for sale and can be purchased on by visiting at www.cheetahchoppers.com. Every customer who purchases a John Elway Limited Edition Signature Series Choppers will also receive:

- A free round trip flight to the unveiling ceremony with John Elway. The ceremony is scheduled to take place in Frostburg, Maryland, home of Savage Cycles, Cheetah Choppers' partner in designing this special series.
- Complimentary hotel accommodations and ground transportation to and from the ceremony.
- An 8x10 picture of John Elway signing the bike.
- A letter of authenticity from Steiner Sports.

- An autographed John Elway football.
- The opportunity to spend some time and eat lunch with John Elway at the post-ceremony luncheon.
- A personal DVD that documents each customer's unique experience with John Elway.

"I have always wanted my own custom chopper, but never dreamed that I would influence the design. Working with the innovative team at Cheetah Choppers has been a great experience," said Elway. "Each bike is uniquely designed and only 20 people will ever own one. The customers who purchase them will certainly have a one-of-a-kind chopper. I am looking forward to meeting the new owners and to signing each bike at the ceremony."

The John Elway Limited Edition Signature Series Choppers are available immediately for purchase.

About Cheetah Choppers

Cheetah Choppers, a division of Cheetah Motorsports, has been in the custom automotive and powersports industry since 1997. The Cheetah line of products are known for their dependability and extensive warranties. Cheetah has channeled its years of experience in the powersports industry into creating the highly collectible signature series chopper line"

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