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For Immediate Release



M1 PowerSports and New Orleans Hotel Collection Announce Partnership for Triumph Big Kahuna New Orleans

New Orleans, LA (August 17, 2012) – M1 PowerSports and The New Orleans Hotel Collection announced today a partnership naming the company as the Official Recommended Hotel Partner of the Triumph Big Kahuna New Orleans presented by Dunlop Tire and LeoVince. The October 5 – 7, 2012 race weekend marks the first professional event scheduled at NOLA Motorsports Park and will bring the 2012 GEICO Motorcycle AMA Pro Road Racing season to a close. Teams, riders and fans should look no further when hotel hunting this fall, as The New Orleans Hotel Collection is the preferred hotel choice of M1 PowerSports and the company is offering Big Kahuna discounts at any of their seven outstanding hotel properties in the Greater New Orleans area.

"The New Orleans Hotel Collection is a remarkable company and we're proud to have them as our preferred hotel choice for the Triumph Big Kahuna New Orleans," said Cameron Gray, CEO of M1 PowerSports. "At M1 PowerSports, we surround ourselves with only the best partners and The New Orleans Hotel Collection fits right in. All of their properties are high quality and have great locations and for the value, their prices simply can't be beat."

The New Orleans Hotel Collection is an exceptional collection of upscale hotels, restaurants, bars and lounges that capture the essence of New Orleans charm. Guests only need to stay a minimum of three nights to enjoy special rates for this event at any of the New Orleans Hotel Collection properties. To obtain rate information and make reservations, please visit <http://www.neworleanshotelcollection.com/big-kahuna/>.

"Our working partnership with the Big Kahuna motorcycle race is what the New Orleans Hotel Collection was made for," said Marc Becker, Area Director of Sales & Marketing for The New Orleans Hotel Collection. "Providing comfortable, splendidly original hotels to those attending the Big Kahuna event is an excellent way for us to showcase the city and the event together with M1 PowerSports and NOLA Motorsports Park!"

The company manages a collection of properties including:

- Audubon Cottages
- Bourbon Orleans Hotel
- Crowne Plaza Hotel New Orleans Airport
- Dauphine Orleans Hotel
- Hotel Le Marais
- Hotel Mazarin
- Wyndham Riverfront New Orleans
- 7 on Fulton
- Roux on Orleans

- Patrick's Bar Vin
- The Landing
- Bourbon O!
- May Baily's Place
- Vive!

In addition to the marketing efforts and Big Kahuna discounts, The New Orleans Hotel Collection is also supporting the *New Orleans VIP Getaway*, a sweepstakes held by M1 PowerSports in conjunction with Motorcycle-Superstore.com, AMA Pro Racing and NOLA Motorsports Park. One lucky fan and a guest will get the chance to attend the Triumph Big Kahuna New Orleans in style and at no cost, staying in one of the luxurious Hotel Collection properties in the French Quarter.

There are two rounds of the Triumph Big Kahuna Triple Crown remaining in 2012. For tickets and information about the Triumph Big Kahuna Miami, scheduled for September 21 – 23, 2012 at Homestead-Miami Speedway in Homestead, FL, visit <http://www.m1powersports.com/big-kahuna-miami/>. For tickets and information about the Triumph Big Kahuna New Orleans, scheduled for October 5 – 7, 2012 as the first professional motorsports event at NOLA Motorsports Park in New Orleans, LA, visit <http://www.m1powersports.com/big-kahuna-new-orleans/>.

About the New Orleans Hotel Collection: The New Orleans Hotel Collection is a group of seven fine hotels in the New Orleans metropolitan region owned by local investors. Comprised of the Bourbon Orleans, Dauphine Orleans, Hotel Mazarin, Wyndham Riverfront, Audubon Cottages, Crowne Plaza New Orleans Airport and Hotel Le Marais, these are boutique and small upscale meeting hotels in prime locations throughout the city. For more information, visit the New Orleans Hotel Collection website at www.neworleanshotelcollection.com.

About M1 PowerSports, formerly M1 Entertainment: A Denver-based company, M1 PowerSports has been working in motorsports for over 16 years. Originally spawned from Daniels Corporation under the name FAST, the fledgling company was heavily involved in television production for car and motorcycle racing. With the birth of Speedvision, FAST morphed into Race Promotion Management (RPM) and is now operating as M1 PowerSports with many of the same staff still in place. For more information, please call (303) 377-3278 or email info@m1powersports.com.

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