

Build A Hog
Press Release



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For Immediate Release

Build A Hog® Launches First Harley Maintenance Videos
For the iPod® and iPhone™

Easy-to-follow videos can be viewed on the road or in a H-D owner's garage.

Palm Desert, CA – October 10, 2007 – Build A Hog inc., the motorcycle maintenance and build video education company, announces the addition of full-length video podcasts – available for instant download. Build A Hog is the only motorcycle maintenance company offering the convenient, transportable format, offering a step-by-step guide to servicing your motorcycle. These downloads are available for purchase alone or bundled in a DVD-download combo pack.

The company specializes in a variety of easy-to-use maintenance DVDs for Harley-Davidson motorcycles, and the addition of these transportable downloads makes it easy for H-D owners to take their iPod or iPhone to the garage to work on their bike - or to a friend's house to service their bikes together.

In addition to the DVDs and downloadable files, Build A Hog also offers free maintenance and build tidbits to members of the Lean Bacon club, which is also free. These tidbits help the Harley enthusiast with important, need-to-know advice in an instant.

Build A Hog's Master Mechanic Michael Durham's emphasis has been on making bike servicing easy for virtually every owner. Rather than buy expensive equipment, servicing can be done in an average garage with a minimum of special tools. Mr. Durham's visual education technique makes learning easy, bringing the Harley-Davidson manual to life. These videos also reveal a number of tips and shortcuts to help get the job done faster, cheaper and with less frustration of a printed manual.

"These videos are what many riders have been waiting for." Michael Durham, CEO, said. "Now owners don't have to peer over their mechanic's shoulder while trying to figure out what's happening – they'll know what's going on – and can do their own service in the future. We've worked hard to translate my Master Mechanic training into something more intuitive than the traditional manual, which may be just complicated enough to get many people into serious trouble. We've taken the best from my years of industry experience and arranged the service videos' chapters in the correct order of operations. We've taken a common sense approach, which makes the average rider capable of servicing their bike."

President Ray Culver feels it's critical that these DVDs are user-friendly, and was the driving force in creating a portable, "take-it-on-a-road-trip" live-action instructional video. "I've been doing video production for years and we wanted a perfect "tool" in the rider's tool chest. Our DVD is the only bike education video that offers high-quality production values and is searchable on a subchapter (topic) basis." Mr. Culver explains, "Not only do we have full-length videos, we offer Hog Bites™, single topic, unique subject matter – and only available from Build A Hog in an instant download format."

About Build A Hog inc.

Build A Hog was founded in 2006 in Palm Desert CA, and is privately held. The company provides motorcycle maintenance and bike build videos, along with custom clothing, hats, accessories and other Build A Hog merchandise. Founders Michael Durham and Ray Culver identified the need for high-quality, easy-to-use service and build videos, and are the leaders in delivering these videos in a variety of formats and lengths. For more information about the titles and other products, please refer to www.buildahog.com.

Michael Durham has designed a series of easy-to-use videos, using his experience and education to assist Harley owners. (Mr. Durham is Master rated through Harley-Davidson University (2003) and a graduate from the Motorcycle Mechanics Institute in 2000.) Partner Ray Culver, an experienced video master with a thorough understanding of sound and lights in the music industry, has created the first high-quality productions in the bike maintenance industry.

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