



GENUINE NEWS

Monday, July 1st, 2013

William Jackson, majority shareholder of Scooterworks Holdings, LLC, the parent company of Genuine Scooters, LLC, announced today that Founder and President, Philip McCaleb is moving on to an advisory role with Genuine Scooters. In addition to his advisory role, Philip will retain his ownership position in the company and his board seat.

Philip was instrumental in introducing America to cool, hip, and high quality retro scooters. He created a following and built Genuine into a very successful business. In an announcement to the employees, Philip wrote *"In 2002, we created Genuine Scooters and built a team of dedicated enthusiasts to promote and develop a premium line of small-wheeled vehicles that attracted an amazing following that continues today. I am confident that Genuine Scooters will grow, prosper, and continue to be that quirky, unique company that remains transparent, sincere, and dedicated to quality. I will always be a "scooterist" first, and will continue to support the scooter community in whatever way I can."*

Genuine Scooters is proud to have had Philip as a leader who poured his heart into creating a strong company unlike any other in the scooter industry. Genuine's scooters are top-of-the-line scooters with an unparalleled community of dedicated and loyal customers. The company will continue to be at the forefront of the scooter industry with the addition of several new product lines in the years to come.

Thanks to Philip's guidance, the Genuine Scooters organization is filled with knowledgeable and talented individuals who are poised to take Genuine Scooters to the next level of success.

Leadership has been transferred to Dorothy Hanley with this change in Philip's new role.

Genuine Scooters is proud of the successes that have been achieved in the past and looks forward to continued growth in the future.