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Huffy Corporation and Panama Jack Cruise into New Bike Partnership
Bicycles designed for maximum enjoyment of the outdoors

(CENTERVILLE, OH) April 23, 2010 – Huffy Corporation has announced a new license agreement with Panama Jack. Huffy Corporation markets and distributes bicycles and other products bearing the Huffy brand, the most widely recognized consumer brand in the bicycle industry. The agreement marks the first time Huffy and Panama Jack, headquartered in Orlando, Florida, have joined forces.

Huffy created fresh designs and new components with bikes that blend fun cruiser styling with Panama Jack's unmistakable escape-to-the-beach appearance. The men's and women's bicycles give an entirely new spin to the comfortable cruiser ride with contemporary wood-grain components, cork grips and even a beverage opener and holder.

A big part of appeal of cruiser bikes is how easy and fun they are to ride. The bikes have easy-to-use coaster brakes and are generally just one speed. Cruisers are also known for comfort features, and the Huffy Panama Jack bikes are no exception. They include padded spring saddles, wide tires, and an upright style handlebar design.

Ray Thomson, Vice President of Marketing for Huffy Corporation, considers the combination of the two brands to be a natural for both companies. "Both Huffy and Panama Jack have consumers who enjoy being outdoors, whether then are at home or on vacation." Thomson explained that choosing the cruiser bike style for the Panama Jack license was easy for the company, even though it produces a wide variety of adult product lines. "Not only do you find cruisers on bike paths, around neighborhoods, and on college campuses, but they've always been popular on beaches. In fact, they used to be known as 'beach cruisers.'"

"The Panama Jack brand stands for creating a state of mind and a sense of escape wherever you live. We strive to deliver the relaxed lifestyle of the tropics to people in everything they do," says Kim Manna, President of Panama Jack. "The new Huffy Panama Jack cruiser bike connects with this vibe. Coasting on your bike – whether it's on a beach or a wooded bike path is all about escape, relaxation and fun. What better way to achieve this than on this adventure-equipped cruiser."

The Huffy Panama Jack cruiser bicycles are available at Walmart. Additional retailers will be adding the Panama Jack bicycles soon as well. Huffy Panama Jack bicycles retail for approximately \$159.99.

For more information on Huffy and its new Panama Jack cruisers, visit <http://www.huffy.com>.

About Huffy Corporation

Huffy Corporation is a private company with more than a hundred years of experience in the bicycle business. Its bikes are hallmarks of innovative design, high-quality components, proven durability and time-tested performance. The company offers products for all ages from tricycles, scooters and children's bicycles to BMX, mountain, cruiser and commuter bikes. For more information, visit:

<http://www.huffy.com>.

About Panama Jack

Panama Jack is a casual, island lifestyle brand born at the crossroads of the Caribbean more than three decades ago. With corporate offices located in Orlando, Florida, Panama Jack's product lines include sun care, eyewear, headwear, apparel and accessories, beach towels, bicycles, luggage and Panama Jack Island Spiced Rum. All items are available through major and specialty retailers or online at

<http://www.panamajack.com>.

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