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June 8, 2012

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AEROSMITH AND TOBY KEITH JOIN STAR-STUDDED LINEUP FOR HARLEY-DAVIDSON'S 110TH ANNIVERSARY CELEBRATION IN MILWAUKEE

Fans Who Purchase a 110th Anniversary Ticket Package Before April 19 Eligible for Pre-Sale MILWAUKEE (April 11, 2013) - Rock n' Roll Hall-of-Famer Aerosmith and superstar Toby Keith will join Kid Rock as headline performers for Harley-Davidson's 110th Anniversary Celebration in Milwaukee over Labor Day weekend.

Keith will perform Thursday, Aug. 29; Aerosmith will take the stage Friday, Aug. 30; and Kid Rock will round out the epic weekend of music Saturday, Aug. 31. Each headline concert is at the Marcus Amphitheater, located on the south end of Milwaukee's Henry Maier Festival Park (Summerfest Grounds).

"The variety of entertainment we're bringing to Milwaukee for the 110th Anniversary Celebration reflects the broad appeal of the Harley-Davidson brand," said Mark-Hans Richer, Chief Marketing Officer at Harley-Davidson. "With three legendary headliners and 60 bands at the Summerfest Grounds, there's something for everyone. We're expecting a rockin' party throughout the weekend."

Tickets for the three headlining performances go on sale to the public at 8 am CST Monday, May 6, at www.h-d.com/110tickets. A special pre-sale begins Monday, April 29, and is open to all those who purchase a 110th Anniversary Celebration ticket pack before the April 19 deadline. There are two 110th Anniversary ticket packages for sale on the website.

Here's What Your 110th Anniversary Celebration Ticket Pack Gets You

- The opportunity to participate in the pre-sale for all three headline performances which require a separate ticket (if purchased by April 19).
- " Access to the Summerfest Grounds Thursday, Friday and Saturday including all 60 musical performers such as ZZ Top, Katey Sagal & The Forest Rangers, Dropkick Murphys, Lupe Fiasco, Common, Brantley Gilbert, Doobie Brothers, Buckcherry, Joan Jett & the Blackhearts, Gaslight Anthem, Sublime with Rome, Halestorm and more to be announced.
- ' A free download of the official 110th Anniversary event app on your mobile device or smartphone and a map of historic Harley-Davidson sites in Milwaukee.

Additional 110th Anniversary Celebration activities in Milwaukee include fan-organized rides, a massive parade, activities at the Harley-Davidson Museum, parties at participating Harley-Davidson dealerships and street parties around the city.

Plan Your Visit to the Harley-Davidson Museum:

Timed ticketing reservations for the Harley-Davidson Museum are required during the 110th Anniversary Celebration and are available exclusively at www.H-DMuseum.com beginning April 29 for Museum members and May 6 for the general public.

There are many activities planned at the Museum including the AMD Invitational Custom Bike Show, H-D Museum Custom Bike Show, Museum Members-Only Lounge, new product displays, a JUMPSTART® Rider Experience featuring 2014 motorcycles, a limited number of small wedding ceremony packages, cus-

tom culture artisans, outdoor concessions and live music. All outdoor activities are free.

About the Harley-Davidson 110th Anniversary Celebration

The Harley-Davidson 110th Anniversary is a year-long, global celebration connecting millions of Harley-Davidson fans united by a common bond and shared passion for freedom, self-expression and epic adventure. Included in the official 110th Anniversary calendar are 12 different 110th Anniversary experiences that Harley-Davidson will bring to existing motorcycle events in global markets through September 2013. The events span 11 countries on six continents and are capped by two main celebration events in Rome, Italy, in June 2013 and Milwaukee during Labor Day weekend.

Harley-Davidson fans are invited to learn more about the 110th Anniversary and join the celebration online where they can share videos, images and experiences on Facebook, Twitter with the hashtag #HD110, and at www.h-d.com/110.

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- · Road Runner MC Bike Blessing Milwaukee, WI May 5
- Waukesha Expo Auto-Bike Show and Swap Milwaukee, WI May 19
- Wausau, WI H-D: MDA Run May 18 Harleys & Heroes Run June 15
- Iron Horse Music Rally Savana, IL Memorial Day & Labor Day weekends
 Fox Valley Motorcycle Show and Swap Meet Oshkosh, WI June 2-3
- Mole Lake Motorcycle Mayham Crandon, WI June 6-9
- Vietnam Vets Summer Twister Wittenburg, WI July 25-28
- Wisconsin State HOG Rally Minocqua/Woodruf, WI August 16-18
- St. Croix Valley Riders Chili Feed Prescott, WI September 5-8
- Tomahawk Fall Ride Bubba's Big Party, Tomahawk, WI September 11-15
- PLUS ...We are at many local swap meets and events throughout the year by Rogue Rider, Walnecks, Parts Girl, Wisconsin Swaps, and ABATE

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