



10/30/08

This letter is in response to the Press Release from FASST Company dated October 29, 2008 and addresses some of the points made by Mr. Townsend.

Per their patent # 6,860.500 **“MOTORCYCLE HANDLEBAR WITH SHOCK ABSORBER”**

1. ATV Four Play, LLC has not willfully disregarded FASST’s intellectual property rights. We consulted our patent attorneys prior to proceeding with the introduction of this product, as any responsible company would be expected to do.
2. Also mentioned in the press release were the “striking similarities” between our SOFT BARS and the FLEXX BARS. When you see our bars, one distinct difference is how our Dual PDS cartridges are inset in the assembly making them invisible. Conversely, the FLEXX shock absorbing stops are exposed. This is one of several clear differences in the appearances of the bars.
3. We did not copy the FLEXX Bar. We believe that we enhanced a concept and adapted a product to better suit the needs of the ATV industry. Again when you see the bars side by side you’ll see the difference.
4. Lack of respect? Not here at ATV Four-Play. We fully respect what FLEXX has done in the industry and, and respect the loyalty their customers have for them. They have set the bar for other companies. Our hats are off to them. However, we do think that allowing the consumers to have a choice is a good thing we are attempting to provide a competitive product while fully respecting the intellectual property protection that exists for FASST’s handlebar design. That is not a lack of respect. Competition is good for the market and good for the consumer, and to the extent that we can provide a competing product without infringing upon FASST’s intellectual property rights, we intend to do so.

The allegation that our actions are a willful disregard of FASST’s intellectual property rights is simply not true. We have done our due diligence and we have no desire to turn this into a legal battle, but we believe we are acting within our rights. While we do not appreciate the wrongful accusations broadcast over the internet by FASST, we are more than willing to discuss this matter in an attempt to come to a mutually acceptable solution.