

ridetcxboot.com  
<http://www.ridetcxboots.com/>

Press release

MOOD GORE-TEX. THE ORIGINAL MOTORCYCLE SNEAKER. NOW IN GORE-TEX.  
Sent April 18, 2019 @ 9:20AM PST

<https://ridetcxboots.com/mood-gore-tex-the-original-motorcycle-sneaker-now-in-gore-tex/>

**MEDIA LIST - As of April 27**

Sent: 314 - show - hide  
Read: 58 (19.9%)  
Clicks: 0 (0% of all Sent, 0% of all Read)  
Send2Friends: 0 (0%)  
Hot Prospects: 10 (3.4%)  
Unsubscribed: 0 (0%)  
Bounces: 23 (7.3%)  
Last Read: 2019 / Apr / 26 at 10:11

Read once: 42  
Read twice: 6  
Read 3 times: 1  
Read 4 times: 0  
Read 5+ times: 9  
Total Reads: 162  
Relative Read Rate: 51.5%

**TCX/MTA Employees and Dealers - As of April 27**

Sent: 1229 - show - hide  
Read: 170 (15.6%)  
Clicks: 3 (0.2% of all Sent, 1.7% of all Read)  
Send2Friends: 0 (0%)  
Hot Prospects: 24 (2.2%)  
Unsubscribed: 1 (0.08%)  
Bounces: 141 (11.4%)  
Last Read: 2019 / Apr / 26 at 13:39

Read once: 126  
Read twice: 22  
Read 3 times: 10  
Read 4 times: 4  
Read 5+ times: 8  
Total Reads: 309  
Relative Read Rate: 25.1%

On Apr 14, 2019, at 10:20 AM, ridetcxboots@gmail.com wrote:

First and Last Name\* B.J. Tyner  
Email\* Beejtyner@gmail.com  
Phone (Optional) (316) 288-6255  
Address\* 218 E. 8th, ---, Kansas 67114 United States

I am an adventure motorcycle rider and I bought a pair of TCX Drifter boots last year. I've found them to be durable and comfortable and have enjoyed them.

Yesterday, I had an accident and ended up with my motorcycle on top of my right leg. Although I ended up with a broken leg, I'm convinced that your boots saved me from serious injury. The accident was in a remote location and the boots gave the injury enough stability to allow me to ride the 75 miles to get help.

Thank you for manufacturing such a great product!



Popular Mechanics April issue - Feature Page 44  
 Note: I'm working with the editors for another issue with the Drifter.  
 FYI - ADVERTISING RATES per issue

| 4-COLOR    | RATES     |
|------------|-----------|
| Full Page  | \$171,540 |
| 2/3 Page   | \$123,510 |
| 1/2 Page*  | \$97,780  |
| 1/3 Page** | \$70,335  |
| Cover 2    | \$205,850 |
| Cover 3    | \$197,275 |
| Cover 4    | \$223,005 |

### PRINT AUDIENCE

| SEX                                 | TOTAL AUDIENCE | % COMP. |
|-------------------------------------|----------------|---------|
| Male                                | 4,393,000      | 99%     |
| Female                              | 6,000,000      | 9%      |
| Unknown                             | 790,000        | 1%      |
| AGE                                 | TOTAL AUDIENCE | % COMP. |
| Age 18-34                           | 375,000        | 10%     |
| Age 35-44                           | 400,000        | 10%     |
| Age 45-54                           | 1,000,000      | 18%     |
| Age 55-64                           | 1,500,000      | 29%     |
| Age 65+                             | 1,400,000      | 27%     |
| Age 75+                             | 625,000        | 15%     |
| HIGH SCHOOL GRAD                    | TOTAL AUDIENCE | % COMP. |
| High School Grad                    | 1,000,000      | 24%     |
| Some High School                    | 6,000,000      | 76%     |
| EDUCATION                           | TOTAL AUDIENCE | % COMP. |
| Bachelor's Degree, Post Grad Degree | 1,000,000      | 23%     |
| Any College                         | 4,000,000      | 97%     |
| HOUSEHOLD INCOME                    | TOTAL AUDIENCE | % COMP. |
| \$0-\$14,999                        | 4,000,000      | 95%     |
| \$15,000-\$24,999                   | 1,400,000      | 32%     |
| \$25,000-\$34,999                   | 1,000,000      | 23%     |
| \$35,000-\$44,999                   | 600,000        | 14%     |
| \$45,000-\$54,999                   | 400,000        | 9%      |
| \$55,000-\$64,999                   | 200,000        | 5%      |
| \$65,000-\$74,999                   | 100,000        | 2%      |
| \$75,000-\$84,999                   | 50,000         | 1%      |
| \$85,000-\$94,999                   | 25,000         | 1%      |
| \$95,000-\$104,999                  | 12,500         | 0%      |
| \$105,000-\$114,999                 | 6,250          | 0%      |
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**Motorcycle Road-Trip Essentials**

On the way to the 3rd...  
 gallon of water...  
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MotoVan / MTA Intranet: New Blog Posts.

| TODAY'S UPDATES   |  |             |
|---|--|-------------|
|    | <a href="#">TCX Baja Gore-Tex Boots   Gear Review - ridermagazine.com</a><br>By Phillip Cotner   TCX Boots | 1 hour ago  |
| APRIL 25, 2019  |  |             |
|    | <a href="#">TCX BOOTS in POPULAR MECHANICS APRIL ISSUE</a><br>By Phillip Cotner   TCX Boots                | 4 days ago  |
| APRIL 23, 2019  |  |             |
|    | <a href="#">TCX in The News</a><br>By Phillip Cotner   TCX Boots   | 6 days ago  |
| APRIL 8, 2019   |  |             |
|  | <a href="#">CLIMA GORE-TEX SURROUND® - Cycle News</a><br>By Phillip Cotner   TCX Boots                     | 3 weeks ago |
|  | <a href="#">19TCX-boot talker-streetace-brown.jpg</a><br>By Phillip Cotner   TCX Boots                     | 3 weeks ago |
|  | <a href="#">19TCX-boot talker-mood-black.jpg</a><br>By Phillip Cotner   TCX Boots                          | 3 weeks ago |
| APRIL 4, 2019   |  |             |
|  | <a href="#">Top 20 Searched Boots on ridetcxboots.com - March 2019</a><br>By Phillip Cotner   TCX Boots    | 3 weeks ago |
| APRIL 2, 2019   |  |             |
|  | <a href="#">2019 Monthly Focus - March Edition</a><br>By Phillip Cotner   TCX Boots                        | 4 weeks ago |
|  | <a href="#">19marMF.pdf</a><br>By Phillip Cotner   TCX Boots   | 4 weeks ago |



TCX Current Advertising

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Web Advertising

- Nothing at this time.

Print/Online Advertising

- Still working on the plan. Waiting on Alessia to reply to my proposal about MotoVan.
- Dirt Bike Summer Digital Issue - \$500

Print and Online Publications

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Cycle News Issue 13, April 2, 2019

WIN AD - BETAUSA, pages 10-11  
Cody Barnes



IN THE WIND, Pages 29-29  
Argubright, Oliveira Split AMA West ISDE Qualifier Wins



won last two comfortably on both laps and finished the day by winning test three on the final lap.

"It was a little tricky the first day because all the [tests] were virgin [trials] and I was one of the first guys through it," the Carson City Motorsports/Motorex/Klim 350 XC-F rider said. "But as the day went on, it got better. It was an awesome course, I had a blast. There was a lot of technical stuff, and the first [test] was

Trophy and World Trophy team members.

*Mark Kariya*

**DAY ONE**

- 1. Jacob Argubright (Kaw)
- 2. JT Baker (GG)
- 3. Dante Oliveira (KTM)
- 4. Clayton Hengeveld (Kaw)
- 5. Nic Garvin (Hon)

**DAY TWO**

- 1. Dante Oliveira (KTM)
- 2. Jacob Argubright (Kaw)
- 3. Nick Birson (Yam)
- 4. JT Baker (GG)
- 5. Axel Pearson (Yam)

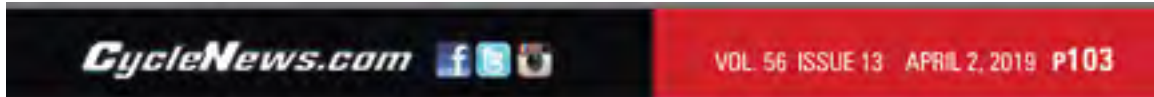


SUPERCROSS - Monster Energy AMA Supercross, Page 64

Jordan Bailey - 11

Note: No Pics

STUFF, Page 103



**TCX CLIMA GORE-TEX SURROUND BOOTS**

\$299.99 | Call Your Local TCX Dealer  
[www.ridetcxboots.com](http://www.ridetcxboots.com)

The new Clima Gore-tex Surround boots are engineered to be highly breathable, yet waterproof at the same time. This is made possible by openings on the sides of the soles that allow airflow through layers of waterproof Gore-Tex laminate. The boots are reinforced in all vulnerable areas and are CE certified according to EN 13634 regulations.



Cycle News Issue 14, April 9, 2019

IN THE WIND: Pages 28-29  
Toth Tough in Tennessee  
Mike Witkowski - 8th

Suzuki WIN AD - Bobby FONG, Team Hammer, Pages 34-35



IN THE WIND: Pages 36 - (DeLong Wins New Jersey SRT-AMA East Hare Scrambles





IN THE WIND, Pages 40-42

Wasson On A Role  
Jacob Argubright 3rd

IN THE WIND, Page 46-48

Bautista Dominates Agagon WorldSBK  
Alex Lowes 4 / 5

SUPERCROSS - Monster Energy AMA Supercross, Page 68

Mike Mosiman 5, Brad Lionett 17

OFF-ROAD, Amsoil Grand National Cross Country Series

Mike Witkowski - 9  
Andrew DeLong - 10

MotoAmerica - FIM North American Road racing Championship, Page 70 - 82



SuperBike - Jake Lewis 5 / 6

SuperStock 100 - Melissa Paris 11

SuperSport - Bobby Fong 2 / 1, Sean Dylan Kelly 3 / 6, Xavier Zayat 8 / 7

Twins - Chris Parrish 3 / 2, Alex Dumas 5 / 6

Junior Cup - Dallas Daniels 2 / 2, Teagg Hobbs 4 / DNF, Gauge Rees 8 / 4, Hunter Dunham 12 / 10, Jaime Astudillo DNF / 9

Cycle News Issue 15, April 16, 2019

IN THE WIND, Pages 34-35

Alex Lowes 4 / 4

IN THE WIND, Pages 44-46

Russell Doubles Up The Camp Coker Bullet GNCC Win  
Andrew DeLong 7, Mike Witkowski 10

SUPERCROSS - Monster Energy AMA Supercross, Page 68

Michael Mosiman 5th





MotoAmerica - FIM North American Road racing Championship, Page 86 - 95  
SuperBike - Jake Lewis 6 / 5

Cycle News Issue 16, April 23, 2019

COVER, Sean Dylan Kelly Interview (note - no pic)

FLAT TRACK, American Flat Track Championship, 48-54

TWINS - Sammy Halbert 4

SINGLES - N/A

Production TWINS - Chad Chose 6, Ben Lowe 7

Road Racer Sean Dylan Kelly, Page 78



Cycle News Issue 17, April 30, 2019

WIN AD, BetaUSA - Cody Barnes, Pages 18-19



IN THE WIND: Grant Baylor Wins Cajun National Enduro, Pages 32-34

Cody Barnes - 6th overall, 1st Pro 2

Mike Witkowski - 7th overall

P34

## IN THE WIND

America) showed up in Louisiana on an XC 300 two-stroke. The Pennsylvania rider tested the bike in Arkansas the previous week and was impressed with the power and delivery enough to race it. After getting off to a fast start with the fourth-fastest time in test one, Devin managed a solid fifth overall.

"We did a bunch of testing the week on the 300, and we came into the day with just the intentions of riding the motorcycle and not worrying about the score," said Devin. "Every time you come in you check your tests and everything. We didn't check any tests.

man on the XC Gear/Enduro Engineering/Husvarna. Buttrick finished in 10<sup>th</sup> place.

XC Gear/Enduro Engineering/Husvarna was also missing the injured Logan Lowrey who will most likely sit out the rest of the season. The team decided to fill the empty seat with a local veteran, Matt Barotti, who was chosen to ride their XC-300, has a long lineage of family members who have

Cody Barnes won the NLPro2 class.



IN THE WIND: Baker, Argubright Duel At Idaho ISDE Qualifier, Pages 38-40



(Left) J.T. Baker rebounded after a somewhat disappointing first round to dominate the longer test on Saturday in Idaho. He took the overall win. PHOTO: MARK KARMON (Right) A few mistakes hampered Jacob Argubright on Saturday, but he eliminated them on Sunday, going 2-1 for the weekend and holding on to the series points lead. (Below) While no one felt the need to change tires, changing air filters, however, was another story. Third-place finisher

Jacob Argubright 2nd overall - ISDE  
Mitchell Mesecher - 1st 251 Open

SUPERCROSS - Monster Energy AMA Supercross, Page 66  
Jordan Bailey 8th

FLAT TRACK, American Flat Track Championship, 70-80  
TWINS - Jeffrey Carver 4, Sammy Halbert - 9  
SINGLES - Chad Cose 6, Ben Lowe 9, Jacob Lehmann 10  
Production TWINS - Chad Chose 6, Ben Lowe 7



Jeffrey Carver Jr. (23) finished out the night in fourth.

STUFF, Page 114 - Mood Gore-tex

**STUFF** | P114

**TCX MOOD GORE-TEX BOOTS**  
 \$189.99 | Call Your Local TCX Dealer  
[www.ridetcxboots.com](http://www.ridetcxboots.com)

The Mood Gore-Tex boots from TCX are made to be comfortable on or off the bike. Protection meets CE certification of EN 13634 and they are crafted from full-grain leather into a classic sneaker look. A Gore-Tex membrane with TCX's Extended Comfort Footwear technology adds waterproof breathability, even in warmer temperatures. Reinforced areas in the ankle, toe and heel provide protection, while the rubber sole has specific grip areas for greater stability.




Dirt Bike Magazine, May Issue  
300 Two-Stroke Special, Page 76-77

**300 TWO-STROKE SPECIAL**



**TM E300ES**

TM Motorcycles used to have a reputation for being expensive, exotic and rare. Now that small European makers have become the norm in the 300 class, all of them are expensive, exotic and rare. For 2019 TM gave its 300 a new motor, complete with electric start. The cylinder is new. The cases are new, and the five-speed transmission is new. It already had an electric power valve, an aluminum frame,





Motocross Action Magazine May Issue  
Nothing in the entire issue (again).

**View all print articles at <http://www.ridetcxboots.com/print-articles/>**

Online Articles and Press Releases

---

[Jeff@vridetv.com](mailto:Jeff@vridetv.com) - April 9, 2019

Subject: HNY & TCX Boots is today's featured sponsor of the day on Vridetv & social media

**Good morning Phillip**

It's that time again, **TCX Boots is today's featured sponsor of the day on Vridetv** and has been highlighted at the top of our Sponsor's page <http://www.vridetv.com/sponsors.html>

Additional posting have been made on:

Twitter: <http://twitter.com/VRIDETV> (10.2K followers)(**TCX Boots** tagged)

Facebook: <http://www.facebook.com/vridetv> (4,990 friends)(with link to **TCX Boots** FB page)

Facebook: <https://www.facebook.com/VRIDETVcom> (4,030 fans)(with link in the comment box to check out **TCX Boots** website)

Have a great day & Ride Safe

Best regards, Jeff Pennock Founder/Producer VRIDETV

[Jeff@vridetv.com](mailto:Jeff@vridetv.com) - April 25, 2019

Subject: HNY & TCX Boots is today's featured sponsor of the day on Vridetv & social media

**Good morning Phillip**

It's that time again, **TCX Boots is today's featured sponsor of the day on Vridetv** and has been highlighted at the top of our Sponsor's page <http://www.vridetv.com/sponsors.html>

Additional posting have been made on:

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Facebook: <https://www.facebook.com/VRIDETVcom> (4,040 fans)(with link in the comment box to check out **TCX Boots** website)

Have a great day & Ride Safe

Best regards, Jeff Pennock Founder/Producer VRIDETV

**CycleNews**, April 23, 2019

The TCX Mood Gore-Tex boots are new for 2019

<https://www.cyclenews.com/2019/04/article/tcx-mood-gore-tex-boots/>





MotoCross Action, April 27, 2019

THE MXA INTERVIEW: MICHAEL MOSIMAN IS MAKING MOVES

<https://motocrossactionmag.com/the-mxa-interview-michael-mosiman-is-making-moves/>



Michael leads Adam Cianciarulo and Jimmy Decotis early in the Denver Supercross 250 Main Event.

Rider Magazine, April 23, 2019

TCX Baja Gore-tex Boots | Gear review

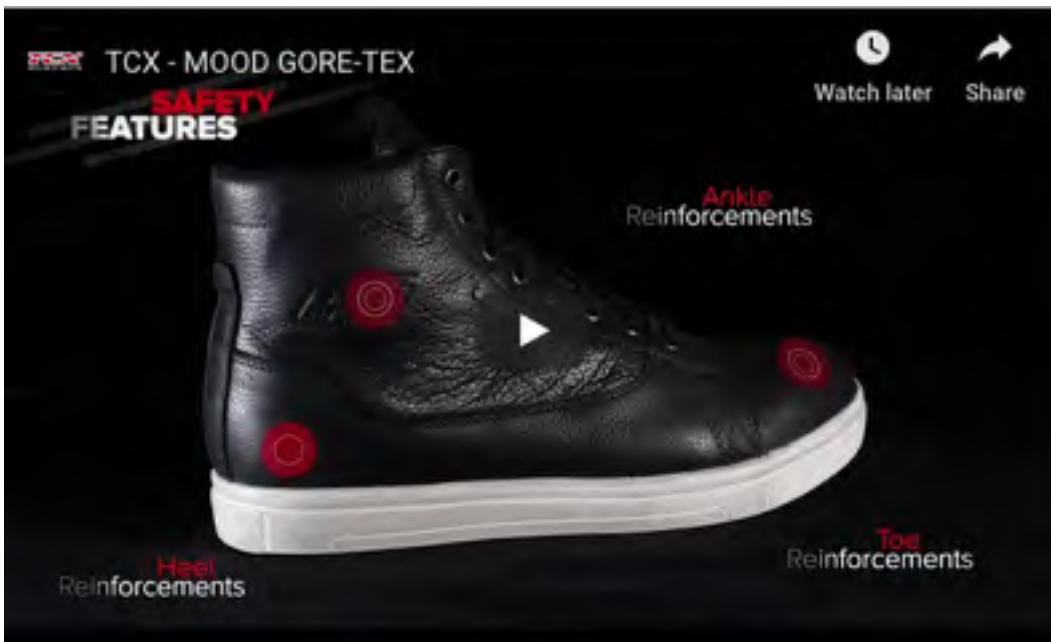
<https://ridermagazine.com/2019/04/23/tcx-baja-gore-tex-boots/>



WingStuff, April 23, 2019

Mood Gore-tex Black

<http://wingstuff.com/products/38285-mood-gore-tex-black>





**Ultimate Motorcycling**, February 19, 2019

TCX Hero Waterproof Boots Review (Urban Motorcycle Boots)

<https://ultimatemotorcycling.com/2019/02/19/tcx-hero-waterproof-boots-review-urban-motorcycle-boots/>

Whether you're going to speed off on your café racer to the local eatery, [spend](#) some time on the open road on an American V-twin, or wave to onlookers while piloting the latest delicious retro motorcycle, the TCX Hero Waterproof boots serve you well.



**Ultimate Motorcycling**, March 16, 2019

2020 Moto Guzzi V85 TT Adventure and V85 TT Review

<https://ultimatemotorcycling.com/2019/03/16/2020-moto-guzzi-v85-tt-adventure-and-v85-tt-review-22-fast-facts/>



## RIDING STYLE

- Helmet: **Arai** Defiant X
- Jacket: **Spidi** Metropole
- Gloves: **Spidi** Bora H2Out
- Jeans: Spidi J&Dyneema
- Boots: **TCX** Hero WP

Ultimate Motorcycling, March 22, 2019

2019 Vespa Elettrica and 2020 GTS 300 HPE Review: Scoot Over Milan

<https://ultimatemotorcycling.com/2019/03/22/2019-vespa-elettrica-and-2020-gts-300-hpe-review/>



## RIDING STYLE

- Helmet: **Arai** Defiant X
- Jacket: **Spidi** Metropole
- Gloves: **Spidi** Bora H2Out
- Jeans: Spidi J&Dyneema
- Boots: **TCX** Hero WP

Ultimate Motorcycling, March 28, 2019

2019 Aprilia RSV4 1100 Factor Review: Mugello Tested

<https://ultimatemotorcycling.com/2019/03/28/2019-aprilia-rsv4-1100-factory-review-21-fast-facts/>



**RIDING STYLE**

- Helmet: **Arai Corsair-X**
- Suit: **Spidi Race Warrior Perf**
- Base layer: **VnM Sport Compression Top and Pant**
- Gloves: **Racer High Speed**
- Boots: **TCX RT Race Pro Air**

Ultimate Motorcycling, April 3, 2019

2019 Aprilia RSV4 1100 Factory Test: Pilgrimage to Mugello

<https://ultimatemotorcycling.com/2019/04/03/2019-aprilia-rsv4-1100-factory-test-pilgrimage-to-mugello/>



**RIDING STYLE**

- Helmet: **Arai Corsair-X**
- Suit: **Spidi Race Warrior Perf**
- Base layer: **VnM Sport Compression Top and Pant**
- Gloves: **Racer High Speed**
- Boots: **TCX RT Race Pro Air**



Bell Helmets, Press Release April 2, 2019  
Subject: Bell Helmets Race Report



Bell Helmets, Press Release April 16, 2019  
Subject: Bell Helmets Race Report



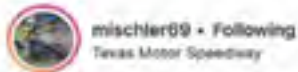
**Austin Lee** grabbed the 3rd spot on the XC2 250 Pro podium.





Another podium finish for **Cody Barnes** in the XC3-125 Pro-Am class. This time Cody finished in 2nd but he is leading the class in overall points.

Bell Helmets, Press Release April 23, 2019  
Subject: Bell Helmets Race Report



Last year's Texas Half-Mile AFT Singles class winner, **Morgen Mischler**, put on a solid ride to take 4th overall in his class.

**Bell Helmets**, Press Release April 30, 2019  
**Subject:** Bell Helmets Race Report



**Cody Barnes**, Press Release April 14, 2019  
**Subject:** Camp Coker GNCC race report.

I got off to a good start and was in the second spot learning some of the lines at the mud holes. I made a quick pass into the lead on lap two and was feeling good. My Beta 125RR was running awesome. I stayed up front until the 5th lap where I made a mistake and hit a soft spot resulting in me hitting a tree and going down pretty hard. I was able to get up and finish 2nd. Not the result I want knowing I have the speed to run up front and was running up front. Sometimes these things happen. We will work hard in the 3 week break and come back ready for the next round.



Cycle Gear, April 8, 2019  
Subject: April's DEEPEST discounts



Alpinestars  
Jaws Perforated  
Leather Jacket

~~\$499.95~~  
**\$349.00**



Shoei GT-Air  
Swayer Helmet

~~\$870.99~~  
**\$434.99**  
★★★★★



TCX X-Cube  
EVO WP Boots  
(36)

~~\$129.00~~  
**\$72.00**



TCX Street Ace  
Limited Edition  
WP Boots

~~\$159.99~~  
**\$119.99**  
★★★★★



REAX 215  
Jeans

~~\$199.00~~  
**\$169.00**  
★★★★★



Fox Racing V1  
Race Helmet

~~\$169.95~~  
**\$110.47**  
★★★★★



Cycle Gear, April 15, 2019

Subject: Which Shoes are for YOU? Where to start...



**CYCLE GEAR.**  
*good stuff for motorcycles*

# RIDING SHOES: BRANDS TO KNOW

Where to start when looking  
for a shoe that fits.

[SHOP ALL»](#)



**TCX**  
*FOCUS ON BOOTS*

## TCX STREET ACE WP SHOES

Premium Italian shoes.  
Developed from the best  
materials and decades of  
research on footwear and  
only footwear!

[SHOP TCX»](#)



Cycle Gear, April 13, 2019  
Subject: NEW gear for your next ride



Street & Steel  
Mercenary  
Boots

**\$99.99**



O'Neal Element  
Boots

**\$139.99**






TCX Blaze  
Boots

**\$99.99**



|   |   |  |
|---|---|--|
|  |  |  |
| <p>TCX Mood<br/>Gore-Tex Shoes</p>  | <p>Joe Rocket<br/>Mercury Boots</p>   | <p>Dainese<br/>Dinamica D-WP<br/>Shoes</p>   |
| <p><del> </del><br/><b>\$189.99</b></p>   | <p><del>\$109.99</del><br/><b>\$98.99</b></p>                                     | <p><del> </del><br/><b>\$229.95</b></p>  |

Cycle Gear, April 26, 2019  
Subject: Going FAST... Up to 50% off clearance gear

|  |  |   |
|--|--|---|
|  |  |  |
| <p>Shoei GT-Air<br/>Swayer Helmet</p>  | <p>TCX X-Cube<br/>EVO WP Boots<br/>(36)</p>  | <p>AGV Sport<br/>Alloy Riding<br/>Jeans</p>   |
| <p><del>\$570.00</del><br/><b>\$434.99</b><br/>★★★★★</p>                           | <p><del>\$170.00</del><br/><b>\$72.00</b></p>                                      | <p><del>\$129.00</del><br/><b>\$99.99</b></p>                                       |



Saint Adventure  
Waxed Cargo  
Pants

~~\$350.00~~

**\$245.00**



Fox Racing V1  
Race Helmet

~~\$160.95~~

**\$110.47**



TCX Street Ace  
Limited Edition  
WP Boots

~~\$150.00~~

**\$119.99**



Cycle Gear, April 27, 2019

Subject: These Spring Deals Are Almost Gone...



TCX X-Cube  
EVO WP Boots  
(36)

~~\$179.99~~

**\$72.00**



Shoei GT-Air  
Swayer Helmet

~~\$678.99~~

**\$434.99**



AGV Sport  
Alloy Riding  
Jeans

~~\$129.00~~

**\$99.99**



**Husqvarna Motorcycles GmbH**, Press Release March 31, 2019

**Subject:** DEAN WILSON EARNS FIRST PODIUM OF THE SEASON AT HOUSTON SX TRIPLE CROWN

250SX West Main Event

...12. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing

250SX West Rider Point Standings

...9. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing - 110 points



**Husqvarna Motorcycles GmbH**, Press Release April 6, 2019

**Subject:** ROCKSTAR ENERGY HUSQVARNA FACTORY RACING CAPTURES A PAIR OF TOP-FIVE FINISHES IN NASHVILLE

250SX East Main Event

...11. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing

250SX East Rider Point Standings

...10. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing - 76 points



**Husqvarna Motorcycles GmbH**, Press Release April 15, 2019

**Subject:** ROCKSTAR ENERGY HUSQVARNA FACTORY RACING'S MICHAEL MOSIMAN HAS A STANDOUT RIDE IN DENVER

250SX West Main Event

...5. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing

250SX West Rider Point Standings

...6. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing – 128 points



**Husqvarna Motorcycles GmbH**, Press Release April 27, 2019

**Subject:** SEASON-BEST PERFORMANCES FROM THE ROCKSTAR ENERGY HUSQVARNA FACTORY RACING TEAM

250SX East Results

...8. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing

250SX East Rider Point Standings

...10. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing – 91 points



**Jacob Argubright**, Press Release April 12, 2019

**Subject:** Jacob Argubright Claims 3rd Overall at Round 4 of AMA National Hare and Hound and Earns Top 5 Finish at Desert 100

AMA National Hare and Hound Results:

**3. Jacob Argubright (KAW)**

AMA National Hare and Hound Standing

**1. Jacob Argubright (106)**

Desert 100 Results

**5. Jacob Argubright**



**National Hare and Hound Association**, Press Release April 8, 2019

**Subject:** Wasson Takes Home Second Consecutive Hare & Hound Win

The checkered flag was quickly flown out for Factory Beta's Joe Wasson at the end of the third loop; marking him the winner after 95-miles. 3Bros/SRT/Husqvarna backed Dalton Shirey would finish 2nd and Jacob Argubright would finish the race in 3rd to round out the Pro podium. Argubright and Wasson would now be tied in points for the 2019 Championship title with one race to go before the summer break.











Master's 60+ class, Steve Pitts would take home the win next to James Miller in 2nd and Larry Engwall in 3rd.






RevZilla, Press Release April 12, 2019

Subject: Fwd: You need at least ONE of these for your next Adventure | COMP EVO Michelin 9661

|   |   |   |
|---|---|---|
|  |  |  |
| <b>Fox Racing<br/>Comp 5 Boots</b>  | <b>Fly Racing Dirt<br/>Maverik Boots</b>  | <b>TCX X-Helium<br/>Michelin Boots -<br/>Closeout</b>                                 |
| <del>\$199.05</del><br><b>\$149.96</b>  | <del>\$119.05</del><br><b>\$95.96</b><br>★★★★☆                                      | <del>\$249.99</del><br><b>\$212.49</b><br>★★★★☆                                       |




|   |   |  |
|---|---|--|
|  <p><b>Alpinestars<br/>Tech 1 Boots</b></p> <p><del>\$189.95</del><br/><b>\$159.95</b><br/>★★★★★</p> |  <p><b>TCX Comp EVO<br/>Boots</b></p> <p><del>\$539.00</del><br/><b>\$377.99</b></p> |  <p><b>Forma Terrain<br/>TX Boots</b></p> <p><del>\$279.00</del><br/><b>\$197.00</b><br/>★★★★★</p> |
|---|---|--|

RevZilla, Press Release April 16, 2019  
Subject: ESSENTIAL Picks for Street & Sport

|  |   |  |
|--|---|--|
| <b>VIDEO REVIEW</b>  | <b>VIDEO REVIEW</b>   | <b>NEW</b>   |
|  <p><b>Dainese Drake<br/>Super Air Tex<br/>Pants</b></p> <p><b>\$239<sup>95</sup></b><br/>★★★★★</p> |  <p><b>TCX Mood Gore-<br/>Tex Shoes</b></p> <p><b>\$189<sup>99</sup></b><br/>★★★★★</p> |  <p><b>Klim Adventure<br/>GTX Short Gloves</b></p> <p><b>\$179<sup>99</sup></b><br/>★★★★★</p> |

RevZilla, Press Release April 29, 2019

Subject: TOP RATED: Riders like you rated these products highly

|   |   |  |
|---|---|--|
|  |  |  |
| TCX X-Blend<br>WP Boots   | TCX X-Square<br>Sport Boots   | SIDI Canyon<br>Gore-Tex Boots  |
| <b>\$199.99</b><br>★★★★★  | <b>\$99.99</b><br>★★★★★   | <b>\$350.00</b><br>★★★★★   |

Team Hammer, Press Release April 1, 2019

Subject: Dunlop M4 Suzuki Two-Seat Superbike Program Returns For 2019





**Team Hammer**, Press Release April 6, 2019

**Subject: FONG AND KELLY BOTH ON THE PODIUM AT ROAD ATLANTA**



Bobby Fong (50) finished second in MotoAmerica Supersport Race 1 at Road Atlanta. Photo by Brian J. Nelson.



Sean Dylan Kelly (40) finished third in his MotoAmerica debut at Road Atlanta. Photo by Brian J. Nelson.

Team Hammer, Press Release April 10, 2019

Subject: BOBBY FONG AND M4 ECSTAR SUZUKI WIN AT ROAD ATLANTA



**Team Hammer**, Press Release April 13, 2019

**Subject:** SOLID RESULT FOR ENTHUSIASTIC JAKE LEWIS IN TEXAS



Jake Lewis (85) finished sixth in MotoAmerica Superbike Race 1 at Circuit Of The Americas. Photo by Brian J Nelson.

**Team Hammer**, Press Release April 16, 2019

**Subject:** LEWIS AND TEAM HAMMER EARN TOP FIVE IN TEXAS



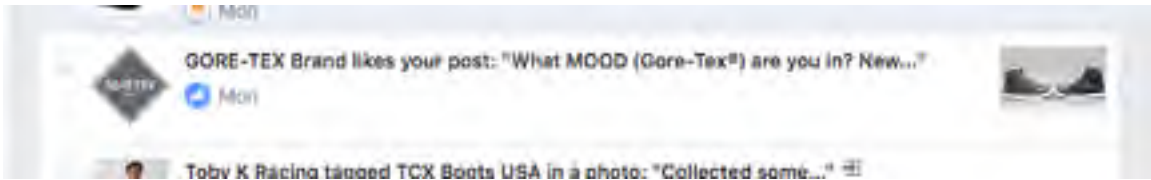
Jake Lewis (85) earned his first top-five finish of the 2019 MotoAmerica season in Superbike Race 2 at Circuit Of The Americas. Photo by Brian J Nelson.

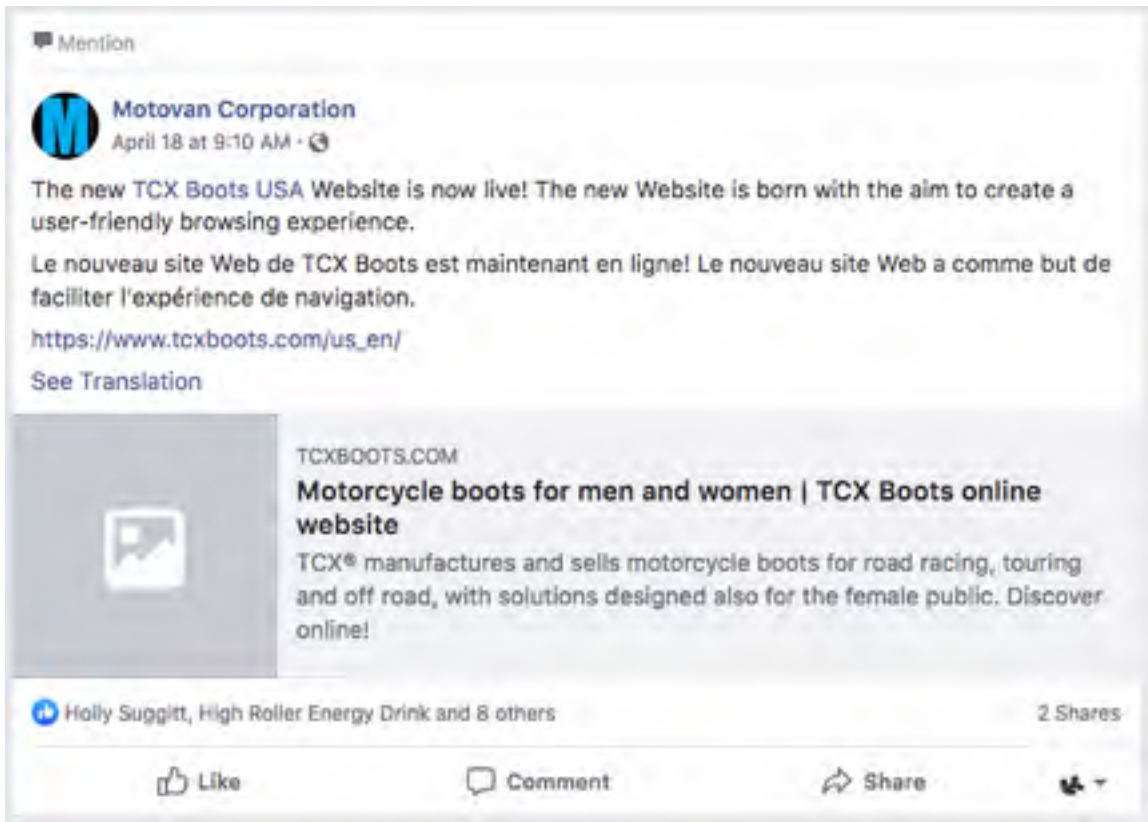


Social Media

Facebook Fan Page "TCX Boots USA"

Total Likes – 11,275  
Total Reach – 1.9k  
Post Engagement – 400  
Videos: 22  
Page Views: 243  
Largest Audience – Male 18-24 (42%) - Same as last month  
Audience Engaged (like, click, comment or shred posts) – Male 25-34 (23%)  
Best Post – April 15, 2019 - From B.J., "I am an adventure motorcycle rider and I bought a pair ..."  
1.2 Reach, 78 Likes, Comments and Shares  
Overall Audience: 84% Men / 15% Women





Twitter "TCXBootsUSA"  
Followers – 380

Apr 2019 - 29 days so far...

TWEET HIGHLIGHTS

**Top Tweet** earned 308 impressions

Are you following us on [#instagram](#)? If not and you're the 10k follower you'll win a [#swag](#) pack. [#focusonboots](#)  
[pic.twitter.com/rBlgVLWf5V](http://pic.twitter.com/rBlgVLWf5V)

Focus On Boots. Protection, tailor made for every need, lies at the top of our priority list.  
[www.ridetcxboots.com/](http://www.ridetcxboots.com/)



13 | 2

[View Tweet activity](#) [View all Tweet activity](#)

**Top mention** earned 85 engagements

**2upTogether**  
[@2upTogether](#) - Apr 8

Live life like someone left the gate open!  
[@senablueetooth](#) [@KlimUSA](#)  
[@MetzelerMotoUSA](#) [@TCXBootsUSA](#)  
[@TCXBoots](#) [pic.twitter.com/VCb1Nmi7YV](http://pic.twitter.com/VCb1Nmi7YV)



13 | 20

[View Tweet](#)

**Top Follower** followed by 164 people



**Sean Dylan Kelly**  
[@SDK400](#) [Follow you](#)

American 🇺🇸 Professional Motorcycle Racer - 2019 M4 Ecstar Suzuki MotoAmerica Supersport - 3yr Red Bull MotoGP Rookies Cup [#SDK40](#)

[View profile](#) [View followers dashboard](#)

**Top media Tweet** earned 105 impressions

Getting some pics done. [#focusonboots](#)  
[pic.twitter.com/co1kQpcyz2](http://pic.twitter.com/co1kQpcyz2)



[View Tweet activity](#) [View all Tweet activity](#)



**Instagram @tcxbootsusa**

**Total Followers – 10,107 thru April 30, 2019**

Average 75 likes per post & 1 comments

39 post for the month

Most Engagement: COMP EVO Michelin (Off-road boots)

Top Hashtag: #compevo was the top hashtag

Top Post: 233 Likes & 4 comments

Website Clicks: 60

88% men / 12% women (same as last month again, again)

Most Liked Posts:

