

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

Press release

CLIMA GORE-TEX SURROUND - ALL-ROUND DRY AND COMFORTABLE  
Sent March 22, 2019 @ 7:36AM PST

<https://ridetcxboots.com/clima-gore-tex-surround-all-round-dry-and-comfortable/>

**MEDIA LIST - As of March 29**

Sent: 321 - show - hide  
Read: 56 (19.6%)  
Clicks: 2 (0.7% of all Sent, 3.5% of all Read)  
Hot Prospects: 14 (4.9%)  
Unsubscribed: 3 (0.93%)  
Last Read: 2019 / Mar / 29 at 05:41

Read once: 34  
Read twice: 8  
Read 3 times: 1  
Read 4 times: 8  
Read 5+ times: 5  
Total Reads: 168  
Relative Read Rate: 52.1%

**TCX/MTA Employees and Dealers - As of March 29**

Sent: 1247 - show - hide  
Read: 169 (15.8%)  
Clicks: 2 (0.1% of all Sent, 1.1% of all Read)  
Send2Friends: 0 (0%)  
Hot Prospects: 21 (1.9%)  
Unsubscribed: 5 (0.4%)  
Bounces: 179 (14.3%)  
Last Read: 2019 / Mar / 29 at 10:23

Read once: 121  
Read twice: 28  
Read 3 times: 7  
Read 4 times: 6  
Read 5+ times: 7  
Total Reads: 306  
Relative Read Rate: 24.5%

On Mar 9, 2019, at 11:44 AM, ridetcxboots@gmail.com wrote:

First and Last Name: Edward James Masannat  
Email: ecmassannat@aol.com  
Phone (Optional): (213) 440-4181

Address: 12809 Samoline Avenue, California Downey

Message\*: Thank You for envisioning, engineering, manufacturing and bringing to distribution the Explorer EVO GTX Boot, COD: 7123G P/N 8 000958 100678 CERTIFICATE EN 13634: 2010, 426-11346, BLACK, specifically in my size, 46 (12) US. I had purchased (1) Pair and after experiencing the quality fit and comfort in riding my 2018 Honda Goldwing Touring DCT motorcycle I just had to purchase a second pair. STELLAR job ALL at TCX where you certainly deliver on "FOCUS on BOOTS."

**Focus On Jacob Argubright.**, March 28, 2019  
Jacob Argubright Claims 2nd Overall at Idaho National Hare and Hound

<https://ridetcxboots.com/focus-on-jacob-argubright-5/>  
<http://www.offroadsupport.com/portfolio/idahord3/>



**Focus On Jacob Argubright.**, March 11, 2019  
Jacob Argubright Ironman's to 2nd Overall at Mint 400

<https://ridetcxboots.com/focus-on-jacob-argubright-4/>  
<http://www.offroadsupport.com/portfolio/mint400/>



**Focus On Cody Barnes.**, March 25, 2019  
Race report

<https://ridetcxboots.com/focus-on-cody-barnes-3/>



**Focus On Cody Barnes.**, March 18, 2019  
2019 GNCC round 2 race report

<https://ridetcxboots.com/focus-on-cody-barnes-2/>












**Focus On Cody Barnes.**, March 8, 2019  
2019 GNCC round 1 race report

<https://ridetcxboots.com/focus-on-cody-barnes/>



MotoVan / MTA Intranet: New Blog Posts.

| YESTERDAY'S UPDATES   |  |              |
|---|--|--------------|
|    | <a href="#">19TCX-boot talker-hero-brown.jpg</a><br>By Phillip Cotner   TCX Boots                          | 19 hours ago |
|    | <a href="#">Gore-Tex® vs. Waterproof vs. T-Dry</a><br>By Phillip Cotner   TCX Boots                        | 20 hours ago |
| MARCH 21, 2019  |  |              |
|    | <a href="#">CLIMA GORE-TEX SURROUND® - Easy Talking Points</a><br>By Phillip Cotner   TCX Boots            | 7 days ago   |
| MARCH 18, 2019  |  |              |
|    | <a href="#">Outlook-1503922566.jpg</a><br>By Randy Ross   TCX Boots  | 11 days ago  |
| MARCH 15, 2019  |  |              |
|  | <a href="#">19TCX-boot talker-streetace.jpg</a><br>By Phillip Cotner   TCX Boots                           | 13 days ago  |
|  | <a href="#">19TCX-boot talker-CE2M.jpg</a><br>By Phillip Cotner   TCX Boots                                | 13 days ago  |
| MARCH 11, 2019  |  |              |
|  | <a href="#">Top 20 Searched Boots on ridetcxboots.com - February 2019</a><br>By Phillip Cotner   TCX Boots | 2 weeks ago  |
| MARCH 8, 2019   |  |              |
|  | <a href="#">2019 February "Monthly Focus"</a><br>By Phillip Cotner   TCX Boots                             | 2 weeks ago  |
|  | <a href="#">19febMF.pdf</a><br>By Phillip Cotner   TCX Boots   | 2 weeks ago  |

TCX Current Advertising

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Web Advertising

- supercross.com - added value with Rockwell Race team

Print/Online Advertising

- Still working on the plan. Waiting on Alessia to reply to my proposal about MotoVan.

Print and Online Publications

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Cycle News Issue 09, March 5, 2019

IN THE WIND, pages 44-46  
Kyle Redmond - 4th overall

IN THE WIND  
Andrew DeLong 8, Cody Barnes 9, Mike Witkowski 10

SUPERCROSS - Monster Energy AMA Supercross, Page 62  
Michael Mosiman 9  
Jordan Bailey 17  
Note: No pics of Mike or Jordan

Cycle News Issue 10, March 11, 2019

IN THE WIND: Pages 32-34  
Brabec, Norman Top The Return Of The Mint 400  
Jacob Argubright - 2 (only rider to race solo / not as a team in the top 5)

IN THE WIND: Pages 48  
(Cameron) Smith Joins RMR  
AFT Singles Racer - #teamTCX

SUPERCROSS - Monster Energy AMA Supercross, Page 64  
Jordan Bailey - 9  
Thomas Covington - 11  
Luke Neese - 21  
Jace Owen - 22  
Note: No Pics

OFF-ROAD, Amsoil Grand National Cross Country Series  
Mike Witkowski - 9  
Andrew DeLong - 10

FEATURE - 2019 American Flat Track Preview, Pages 84-94

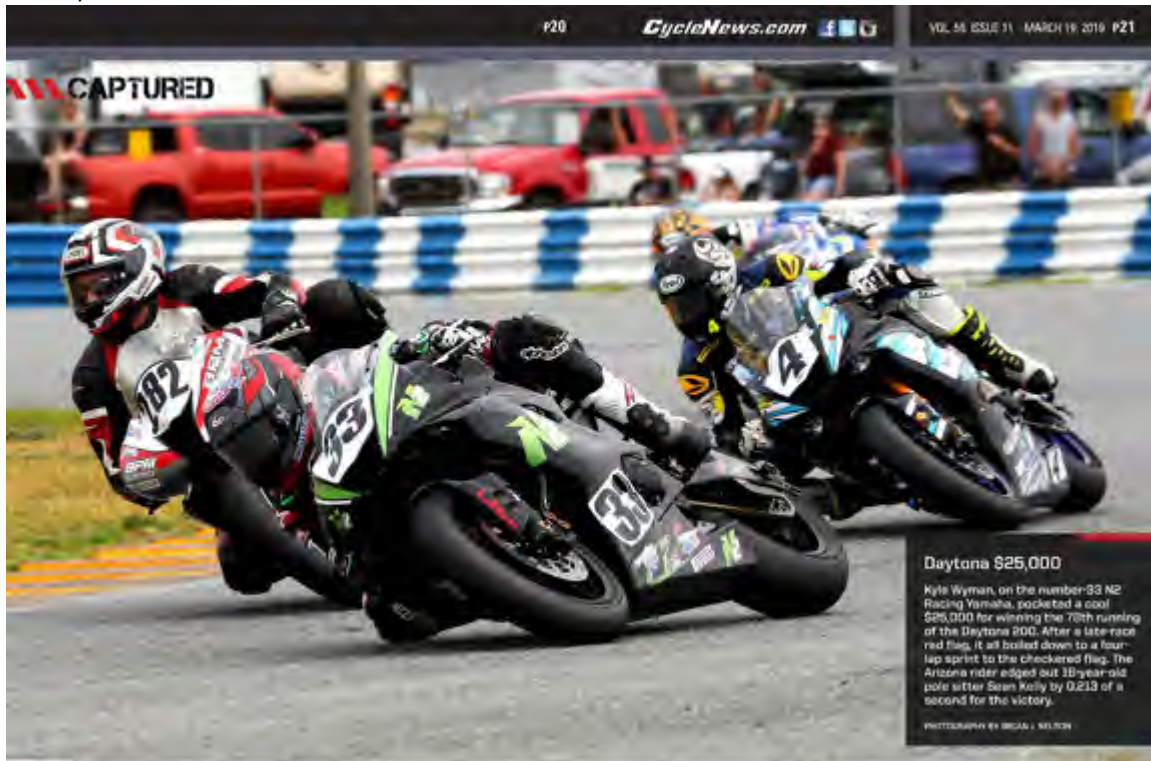


Cycle News Issue 11, March 19, 2019

BETA WIN Ad - Cody Barnes



CAPTURED, Page 20-21  
Josh Hayes - #4



IN THE WIND, Pages 28-29

Daytona 200 Results

Josh Hayes 4

Sean Dylan Kelly 2

Bobby Fong 3

No pics of TCX Racers

IN THE WIND, Pages 42-44

Russell Bounces Back with The General Win

Andrew DeLong 10th

IN THE WIND, Pages 52-54

Bautista takes Six From Six So Far in WorldSBK

Alex Lowes 3 / 3

SUPERCROSS - Monster Energy AMA Supercross, Page 74

Jordan Bailey - 10

Thomas Covington - Did not make the main (again)

FLAT TRACK 2019 American Flat Track Series, 76-84

TWINS: Jeffrey Carver Jr. 10th

SINGLES: Max Whale 5, Jacob Lehmann 7, Oliver Brindley 9

Cycle News Issue 12, March 25, 2019

BETA / CODY BARNES WIN Ad, Page 10-11



IN THE WIND, Pages 34-35

Wasson Gets First-Career AMA Hare & Hound Victory

Jacob Argubright 2nd - no pics.

IN THE WIND, Pages 42 - 44

Steward Baylor Wins Alligator National Enduro

Cody Barnes 6th, Mike Witkowski

SUPERCROSS - Monster Energy AMA Supercross, Page 50-64

Michael Mosiman 4th

NOTE: No pic of the team.

FLAT TRACK 2019 American Flat Track Series, 66-76

TWINS: Jeffrey Carver Jr. 10th

SINGLES: Morgan Mischler 2, Oliver Brindley 4



Dirt Bike Magazine, April Issue  
ROOST, Page 22  
Jacob Argubright featured.



Motocross Action Magazine April Issue  
Nothing in the entire issue.

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

Online Articles and Press Releases

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[Jeff@vridetv.com](mailto:Jeff@vridetv.com) - March 8, 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> (4,980 friends)(with link to **TCX Boots** FB page)

Facebook: <https://www.facebook.com/VRIDETVcom> (4,014 fans)(with link in the comment box to check out **TCX Boots** website)

Google+ <https://plus.google.com/+Vridetvcom>

Have a great day & Ride Safe

Best regards, Jeff Pennock Founder/Producer VRIDETV

Jeff@vridetv.com - March 24, 2019

Subject: TCX Boots is 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> (4,994 friends)(with link to TCX Boots FB page)

Facebook: <https://www.facebook.com/VRIDETVcom> (4,024 fans)(with link in the comment box to check out TCX Boots website)

Google+ <https://plus.google.com/+Vridetvcom>

Have a great day & Ride Safe

Best regards, Jeff Pennock Founder/Producer VRIDETV

**RoadRacing World**, February 28, 2019

MotoAmerica: Quarterley Racing/On Track Development's Jamie Astudillo Goes On Racing Adventure In New Zealand

<https://www.roadracingworld.com/news/motoamerica-quarterley-racing-on-track-developments-jamie-a/>



**American Flat Track**, March 5, 2019

Subject: Cameron Smith to Join Richie Morris Racing in Potent AFT Singles Effort  
Just a close up of Cameron.

**American Flat Track**, March 13, 2019

Subject: Richie Morris Racing Finalizes 2019 AFT Singles Lineup  
Just a group pic. No boots in the pic.



**Bell Helmets**, Press Release March 26, 2019  
**Subject:** Bell Helmets Race Report



**Morgen Mischler** posted 2nd overall in the AFT Singles class, his best finish of the year after two rounds.

**Cody Barnes**, Press Release March 10, 2019  
**Subject:** 2019 GNCC round 1 race report



**Cody Barnes**, Press Release March 17, 2019  
**Subject:** 2019 GNCC round 2 race report

I got of to a good start and was in the second spot for the first and second lap. Right before the first gas stop I was able to make the pass for the lead and start pulling away. My beta 125RR was running amazing all race and After the first pit I just put my head down and charged the whole race and made only a few small mistakes. I was able to take the xc3 win and finish 17th overall!!!! I'm pumped on the race and looking forward to the rest of the season!



**Cody Barnes**, Press Release March 24, 2019  
**Subject:** Alligator NEPG Race report



Thanks for all the support! Here is my race report from the second round of the nepg series

I got off to a good start of the day being in the top 5 after the first test. After the second test I found myself in the third place spot and wasn't far out of the second place position. As the day went on the times were tight but after test 5 I had worked my way into the second place spot and was in contention for the win. During the last test I just made to many mistakes trying to over-ride and it cost me and I dropped to the 3rd place spot. I am happy with how I rode just need to work on minimizing my mistakes. My Beta 250RR was working awesome all day and handled everything the track had to throw at it. I am improving ever enduro and am looking forward to the rest of the series.

Cycle Gear, March 6, 2019

Subject: Make the commute the highlight of your day



Shoei J-Cruise  
Helmet

**\$499.99**



Kriega R20  
Backpack







**\$159.00**



TCX Street Ace  
WP Shoes

**\$159.99**



|   |  |   |
|---|--|---|
|  <p><b>Bilt Blaze Jacket</b></p> <p><b>\$99.99</b></p> <p>★★★★★</p>  |  <p><b>Street &amp; Steel Kickstarter Riding Shoes</b></p> <p><b>\$99.99</b></p> <p>★★★★★</p> |  <p><b>TCX X-Square Sport Boots</b></p> <p><b>\$99.99</b></p> <p>★★★★★</p>                         |
|  <p><b>TCX Hero WP Boots</b></p> <p><b>\$249.99</b></p> <p>★★★★★</p> |  <p><b>TCX Fuel WP Boots</b></p> <p><b>\$289.99</b></p> <p>★★★★★</p>                          |  <p><b>Bilt Dexter Women's Shoes</b></p> <p><del>\$79.99</del><br/><b>\$49.99</b></p> <p>★★★★★</p> |

Cycle Gear, March 18, 2019  
Subject: 1 DAY ONLY! Save \$114 on TCX Boots

**SELLING FAST**

**ACT NOW ON THIS GREAT DEAL  
BEFORE IT'S GONE**

**1 DAY ONLY!**






TCX X-Five EVO Gore-Tex Boots

~~\$289.99~~  
**SAVE \$114**  
**\$175<sup>00</sup>**

Cycle Gear, March 25, 2019

Subject: Make the commute the highlight of your day

|   |   |   |
|---|---|---|
|  |  |  |
| <b>Bilt Trojan Boots</b>  | <b>Saint Adventure Waxed Cargo Pants</b>  | <b>TCX Street Ace Limited Edition WP Boots</b>                                      |
| <del>\$99.99</del><br><b>\$59.97</b><br>★★★★★                                       | <del>\$350.00</del><br><b>\$245.00</b>  | <del>\$159.99</del><br><b>\$119.99</b><br>★★★★★                                     |



**Husqvarna Motorcycles GmbH**, Press Release March 3, 2019

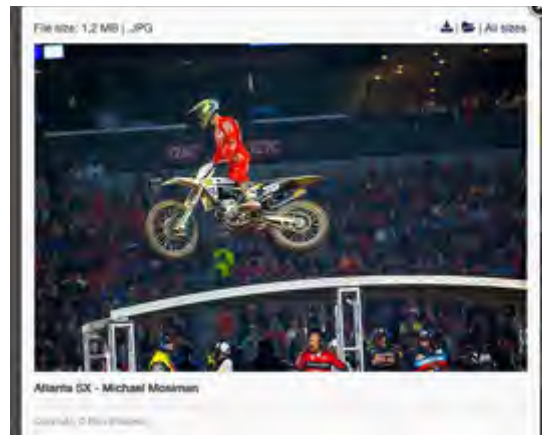
**Subject:** ROCKSTAR ENERGY HUSQVARNA FACTORY RACING CLAIMS A PAIR OF TOP-TEN FINISHES IN ATLANTA

250SX East/West Main Event

...

- 9. Michael Mosiman - Rockstar Energy Husqvarna Factory Racing
- 17. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing - 14 points
- Thomas Covington – Injured

Downloadable Files:



**Husqvarna Motorcycles GmbH**, Press Release March 09, 2019

**Subject:** ROCKSTAR ENERGY HUSQVARNA FACTORY RACING'S ZACH OSBORNE BREAKS THROUGH FOR A 450SX CAREER-BEST OF SIXTH AT DAYTONA

250SX East Main Event

...

- 11. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing
- 15. Thomas Covington – Rockstar Energy Husqvarna Factory Racing

250SX East Rider Point Standings

...

- 11. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing - 51 points
- 17. Thomas Covington – Rockstar Energy Husqvarna Factory Racing - 20 points



**Husqvarna Motorcycles GmbH**, Press Release March 16, 2019  
**Subject:** ZACH OSBORNE CLAIMS SEVENTH AT INDIANAPOLIS SX

250SX East Main Event

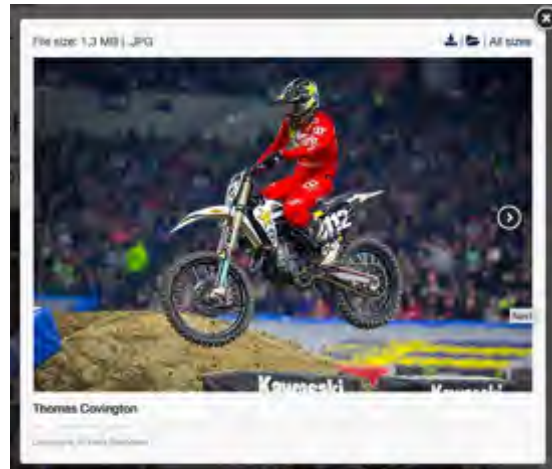
...

10. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing  
N/A - did not make the main - Thomas Covington – Rockstar Energy Husqvarna Factory Racing

250SX East Rider Point Standings

...

11. Jordan Bailey – Rockstar Energy Husqvarna Factory Racing - 64 points  
18. Thomas Covington – Rockstar Energy Husqvarna Factory Racing - 20 points



**Husqvarna Motorcycles GmbH**, Press Release March 24, 2019  
**Subject:** ROCKSTAR ENERGY HUSQVARNA FACTORY RACING TEAM CLAIMS THREE TOP-TEN FINISHES IN SEATTLE

250SX West Main Event ...

4. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing

250SX West Rider Point Standings ...

6. Michael Mosiman – Rockstar Energy Husqvarna Factory Racing - 99 Points



Jacob Argubright, Press Release March 27, 2019

**Subject:** Jacob Argubright Claims 2nd Overall at Idaho National Hare & Hound

Top 3 Official Results:

1. Joe Wasson (Beta)
- 1. Jacob Argubright (KAW)**
3. Zane Roberts (Beta)

Points Standings:

- 1. Jacob Argubright (75)**
2. Joe Wasson (-9)
3. Nicholas Burson (-39)



RevZilla, Press Release March 8, 2019

**Subject:** Let the roost fly! (Grin-inducing gear & go-fast parts)



RevZilla, Press Release March 10, 2019

Subject: LAST CHANCE: Knock Up to 60% Off in the Preseason Sale!



TCX X-Five EVO Gore-Tex Boots

~~\$289.99~~  
**\$175.00**  
★★★★★



TCX SP-Master Air Boots

~~\$249.99~~  
**\$149.99**

RevZilla, Press Release March 12, 2019

Subject: These brands KILLED it last March



RevZilla, Press Release March 18, 2019

Subject: 24 HRS ONLY: \$115 Off TCX Boots








TCX X-Five EVO Gore-Tex Boots




~~\$289.99~~  
**40% Off**  
**\$175<sup>00</sup>**  
★★★★★

RevZilla, Press Release March 18, 2019  
Subject: March Moto Madness SALE

| SALE  | SALE  | CLOSEOUT  |
|---|---|---|
|  |  |  |
| <b>24HR SALE:</b><br>TCX X-Five EVO<br>Gore-Tex Boots                               | Scorpion 1909<br>Leather Jacket   | HJC RPHA 11 Pro<br>Kylo Ren Helmet  |
| <del>\$289.99</del><br><b>40% Off</b><br><b>\$175<sup>00</sup></b><br>★★★★★         | <del>\$499.95</del><br><b>Starting at</b><br><b>\$399<sup>96</sup></b><br>★★★★★     | <del>\$699.99</del><br><b>39% Off</b><br><b>\$429<sup>99</sup></b><br>★★★★★           |

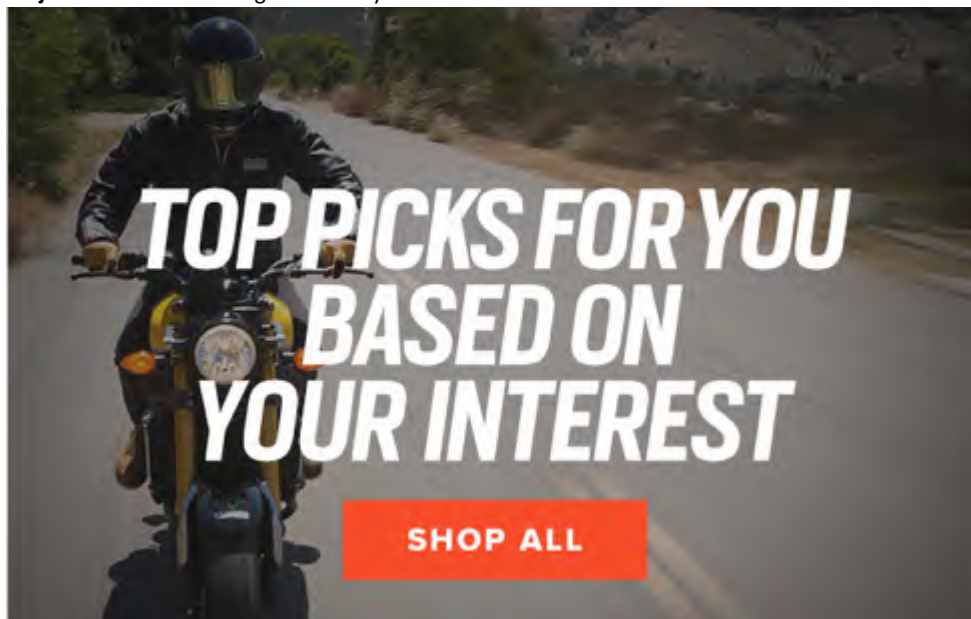
RevZilla, Press Release March 25, 2019

Subject: Whew! We made it...Riding season is finally HERE

|   |   |  |
|---|---|--|
|  |  |  |
| TCX Street Ace WP Shoes   | TCX Hero WP Boots   | TCX Street Ace Air Shoes   |
| <b>\$159.99</b><br>★★★★★  | <b>\$249.99</b><br>★★★★★  | <b>\$159.99</b><br>★★★★★   |




RevZilla, Press Release March 22, 2019

Subject: Thanks for Visiting! We think you'll love these...






**TOP PICKS FOR YOU  
BASED ON  
YOUR INTEREST**

**SHOP ALL**

|  |  |   |
|--|--|---|
|  <p>TCX Blaze Boots</p> <p><del>\$209.99</del><br/><b>\$99.99</b><br/>★★★★★</p> |  <p>Klim Dakar Pants</p> <p><del>\$209.99</del><br/><b>\$136.49</b><br/>★★★★★</p> |  <p>SIDI Canyon Gore-Tex Boots</p> <p><del>\$350.00</del><br/><b>\$350.00</b><br/>★★★★★</p> |
|--|--|---|

RevZilla, Press Release March 26, 2019  
Subject: Wait 'til you see what prices just DROPPED

|  |   |  |
|--|---|--|
|  <p>TCX Street Ace WP Coffee Brown Shoes</p> <p><del>\$159.99</del><br/><b>\$119.99</b><br/>★★★★★</p> |  <p>Saint Adventure Waxed Cargo Pants</p> <p><del>\$350.00</del><br/><b>\$245.00</b><br/>★★★★★</p> |  <p>Cardo PackTalk Slim Headset</p> <p><del>\$329.95</del><br/><b>\$255.49</b><br/>★★★★★</p> |
|--|---|--|

RevZilla, Press Release March 26, 2019  
Subject: WATCH: Women's Gear Guide 2019



Team Hammer, Press Release March 15, 2019  
Subject: KELLY AND FONG QUALIFY 1-2 FOR THE DAYTONA 200





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

**Subject:** KELLY AND FONG EARN SECOND AND THIRD IN 78TH DAYTONA 200



Social Media

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**Facebook Fan Page "TCX Boots USA"**

Total Likes – 11,270

Total Reach – 1.5k

Post Engagement – 893

Videos: 97

Page Views: 230

Largest Audience – Male 18-24 (42%)

Audience Engaged (like, click, comment or shared posts) – Male 25-34 (20%) - Male 35-44 (20%)

Best Post – March 26 - NEW FOR 2019 - MOOD GORE-TEX

741 Reach, 22 Likes, Comments and Shares

Twitter "TCXBootsUSA"  
Followers – 373

Mar 2019 • 30 days so far...

TWEET HIGHLIGHTS

**Top Tweet** earned 1,839 impressions

Spreading some knowledge today!  
[@CycleGear](#) #expo 2019  
[pic.twitter.com/ms1kPpX48l](http://pic.twitter.com/ms1kPpX48l)



🔗 2    ❤️ 11

[View Tweet activity](#)

[View all Tweet activity](#)

**Top Follower** followed by 891 people



**GalferUSA**

[@GalferUSA](#)    [FOLLOWS YOU](#)

Performance Braking Systems | Performance Rotors  
| Braided Lines | Brake Pads | Off-Road | Street | SxS-  
ATV | Bike | Moto |

[View profile](#)

[View followers dashboard](#)

**Top mention** earned 4 engagements



**VRIDETV.com**

[@VRIDETV](#) · Mar 24

Today's featured sponsor of Vridetv  
[@TCXBootsUSA](#)

Product Development is at the very heart of everything we do. It is aimed at providing motorcyclists with total satisfaction by offering first of all the maximum level of safety in every riding environment.

[vridetv.com/sponsors.html](http://vridetv.com/sponsors.html)

[pic.twitter.com/b596ISAUFb](http://pic.twitter.com/b596ISAUFb)



🔗 1    ❤️ 2

[View Tweet](#)

**Top media Tweet** earned 759 impressions

Getting feedback from [@CycleGear](#)

[@RevZilla](#) #cyclegearexpo

[pic.twitter.com/XD6snwVgur](http://pic.twitter.com/XD6snwVgur)



🔗 1    ❤️ 4

[View Tweet activity](#)

[View all Tweet activity](#)

**Instagram @tcxbootsusa**

**Total Followers – 9,693 thru March 31, 2019**

Average 90 likes per post & 1 comments

39 post. 1 video for the month

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

Top Hashtag: #compevo was the top hashtag

Top Post: 387 Likes & 14 comments

Website Clicks: 8

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

Most Liked Posts:

