



*****PRESS RELEASE*****

CONTACT: info@riderdown.org

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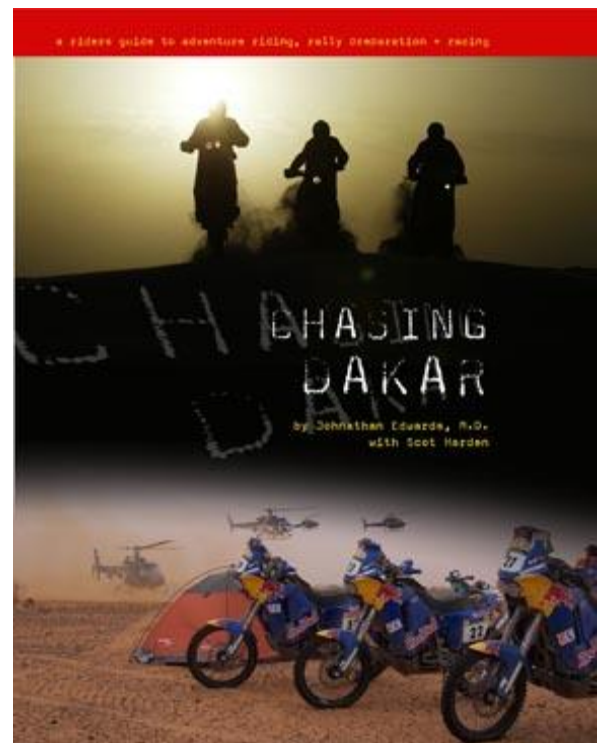
Chasing Dakar and RiderDown Foundation

Johnathan Edwards MD, the author of Chasing Dakar and the RiderDown Foundation are joining hands in order to help those riders in need. Proceeds from the sale of each Chasing Dakar book will be donated to RiderDown. It's simple, just buy the book from available resources such as Barnes & Noble bookstores, Amazon.com, Whitehorse gear, KTM dealers or the website (www.chasingdakar.com).

Chasing Dakar is the ultimate guide for motorcycle off-road enthusiasts everywhere who are searching for the extreme adventure riding experience. Everything you need to know about adventure riding and the Dakar Rally, from choosing and equipping your motorcycle to training and riding techniques, are found in Chasing Dakar. Learn how world-renowned off-road racers train, compete, and prepare. This guide will teach you how to prepare for the adventure ride of your life!

“When asked why would I want to donate the proceeds from my book to RDF, as a physician and team doctor for the Dakar rally for the last 5 years, I have been directly involved in many situations where the riders are injured and often in need of help from organizations like RiderDown. This is not the first time Chasing Dakar books have helped those in need, as RDF was able to auction off special autographed copies of Chasing Dakar to help those riders in need.” says Dr. Edwards.

“We are honored to be recognized by Dr. Edwards for the



work we do at RiderDown, he truly understands how great the need is for assistance to injured riders and their families. This is a very generous move on his part, we hope everyone will add this book to their collection!

For more information on the book, Chasing Dakar, go to www.ChasingDakar.com.

About RiderDown Foundation:

With a nationwide network of volunteers ready to lend support and assistance to injured riders, RiderDown is actively giving back to the off road community. As a non-profit, 501©3 charitable organization, RiderDown has been delivering on its mission of “Helping Riders Up” since 2005. Dedicated to helping responsible off-road motorcyclists and ATV racers who have been injured while riding, proceeds are used to provide assistance to riders and their families when faced with medical expenses and related issues. The medical bill review team they work with has saved injured riders thousands of dollars on excessive and/or unnecessary medical charges and their “Angels” visit injured riders in the hospital and at home, offering a friendly voice during difficult times. To find out more about RiderDown and ways you can help, go to www.RiderDown.org or contact them at info@RiderDown.org.

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