

FOR IMMEDIATE RELEASE

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Award Winning Director of Athletics and NCAA Football Coach Jack Lengyel Partners with TaleGator® LLC

Legendary Head Coach and Athletic Director joins with the creators of revolutionary tailgate seating solution

DETROIT – May XX, 2008— Jack Lengyel, former head coach at Marshall University in West Virginia following the plane crash of 1970, has been named a partner of TaleGator Distributors, LLC, manufacturers of the innovative tailgate seating system. The central figure of the 2006 film *We Are Marshall* will also serve as a member on the Board of Directors.

“We are thrilled to welcome Jack Lengyel to the TaleGator team,” said Kevin Janeway, Chief Operating Officer of TaleGator, LLC. “We think Jack’s experience in the sports industry will be invaluable as we continue to expand our business and diversify our markets.”

Aside from Lengyel’s outstanding coaching career, he is also recognized for his contributions as an athletic director. Before he became the President of the National Association of Collegiate Directors of Athletics (NACDA) in 1989, Lengyel served as the Director of Athletics for the University of Louisville, the University of Missouri, and Fresno State. From 1988 to 2001, Lengyel also served as the athletic director at the United States Naval Academy and currently serves on the Foundation Board of Trustees. He also held interim director positions at Eastern Kentucky University, Temple University and the University of Colorado. The National Football Foundation and College Football Hall of

Fame recognized his exceptional career as an athletic director when they presented him with the prestigious John L. Toner Award in 2005 and the Outstanding Contribution to Amateur Athletics Award in 1997. He also received the Homer Rice and James J. Corbett Awards for a distinguished career and outstanding contributions to intercollegiate athletics.

After his retirement from the U.S. Naval Academy, Lengyel went on to become a consultant for university athletic departments. He has provided strategic consulting for Towson State University, Texas State University and Northern Arizona State University. Lengyel currently serves as vice president of business development for XOS Technologies. He is a graduate of Akron University and received a master of education from Kent State University.

ABOUT TALEGATOR

The TaleGator is the only comfortable two-seater product of its kind specifically created and designed to fit the back of most pickup trucks. Lightweight (approximately 6 lbs.), fitted with beverage and food compartments, and easy to install, the TaleGator is the ideal product for tailgaters, hunters, picnickers, campers, construction workers, or anyone requiring comfortable seating while outside of their pickup. For more information on TaleGator and available brand licensing opportunities, log on at www.thetalegator.com or call 866-67GATOR. You may also contact them at:

TaleGator Distributors, LLC

13271 Mt. Elliott

Detroit, MI 48212-2549

Email: sales@thetalegator.com

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NFL Celebrity Lomas Brown Joins TaleGator® LLC Team

Former Tampa Bay Buccaneer partners with creators of
revolutionary tailgate seating solution

✓ **Detroit, MI, May 7, 2008**—Lomas Brown, the former NFL offensive tackle, was recently named spokesperson and partner for Detroit-based TaleGator Distributors, LLC, manufacturers of the innovative tailgate seating system. TaleGator President Keith V. Leigh-Monstevens made the announcement.

“We are looking forward to working with Lomas,” said Leigh-Monstevens. “He brings remarkable talent and insight to our business. Adding this well-respected athlete to our team will give us additional strength to grow and diversify our markets for TaleGator.”

Lomas Brown, former member of the Tampa Bay Buccaneers Super Bowl championship team (2002), has also served as a NFL Network and ESPN News analyst and currently co-hosts a sports radio show in Detroit for WXYT. Brown is the owner of The Everything Sports and provides consulting to NFL teams and football camps. The former University of Florida Gator and All-American was a valued member of the Detroit Lions, Arizona Cardinals, Cleveland Browns and New York Giants. As a member of the NFL for 19 years, he will be eligible for election to the Pro Football Hall of Fame starting in 2008.

-more-

“TaleGator is a tailgating football fan’s best friend,” says Brown. “ Specially formed and contoured, TaleGator is a customized tailgate seating product for full-size and compact pickup trucks. It’s perfect for tailgating, hunting, picnicking — anytime you need extra seating!” he adds. “It’s America’s number one tailgating seating solution.”

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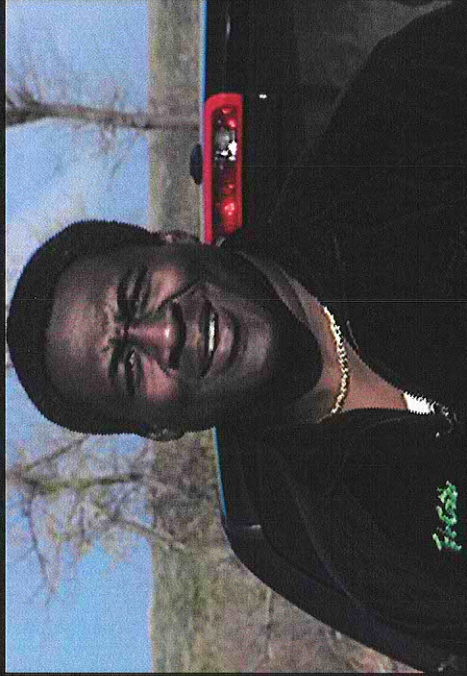
TaleGator Distributors, LLC

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TaleGator www.thetalegator.com
1-866-67GATOR

Friday, June 27, 2008

Local spotlight

Sports fans: Tailgating gets more user-friendly

The TaleGator adds seats and a cup holder to the back end of pickups; product is going national.

Karen Dybis / Special to The Detroit News

The idea came during a Little League game. Joe Fournier, a Clinton Township resident and father of four, was sitting on the back of his pickup watching the action when he knocked over his drink.

Looking for a better, more user-friendly seat, Fournier came up with a molded plastic truck accessory with two seats that would fit over the tailgate. It could withstand the heat and cold. It was lightweight -- and it had a holder large enough for a 40-ounce cup.

The result is the TaleGator, which its founder and his partners hope will change the way people use their trucks. Their partnership -- TaleGator Distributors LLC -- is taking the product national.

Ford has ordered it

The company recently received its first orders from Ford Motor Co., Budweiser and the University of Florida Gators. It also is looking forward to finalizing deals with Toyota Motor Corp. and others, said company President Kevin Janeway.

One challenge facing TaleGator's team is the decline in truck sales and plans by auto manufacturers to reduce or eliminate gas-guzzlers like the Hummer.

Higher gasoline prices also mean drivers may not be making as many trips in their beloved trucks, so accessories like the TaleGator could suffer.

But Janeway said he and the TaleGator team are optimistic that international sales as well as America's long-term love affair with trucks will sustain them.

"The market that's already out there is enough **business** for us," said Jack Lengyel, one of the TaleGator's business partners and former football coach for Marshall University, the program made famous in the recent movie "We are Marshall."

"What we're trying to do is give people versatility with their trucks. It's a utility thing, making the truck more user-friendly."

Another well-known TaleGator partner is Lomas Brown, a former offensive tackle for the Detroit Lions and Tampa Bay Buccaneers. Brown serves as the company's celebrity spokesman.

The TaleGator fits in the back of most trucks, and there are plans to develop a "baby gator" for smaller trucks, sport utility vehicles and boats, Janeway said. There even is a pink TaleGator in the works to support breast-cancer awareness, he added.

Currently, the product comes in three colors -- basic black for \$49.95, Camo Swirl for \$69.95 and RealTree for \$99.95.

More styles planned

There are plans to expand the styles, including some for college-football fans -- a University of Michigan or Michigan State University TaleGator is in the prototype stage, Janeway said.

The company is headquartered in Detroit, and the TaleGator is manufactured in Beaverton in central Michigan.

Its target audience is sports enthusiasts, hunters, picnickers, campers, construction workers or anyone else who needs comfortable seats outside their pickup truck, Janeway said.

"We've identified 26 markets where the product can be sold. It's a universal product," said Janeway, who also hopes to create partnership with food companies looking to gain name recognition with sports tailgaters.

Karen Dybis is a Metro Detroit freelance writer

Joseph R. Fournier is the Talegator® inventor and founder of the Millennium Mold & Tool Company of Clinton Township, Michigan. Joseph currently acts as the full time Vice President of Millennium Mold & Tool and a partner for Tale-Gator Distributors, L.L.C.

Keith V. Leigh-Monstevens serves as President currently and Director, Automotive Sales and Marketing for Tale-Gator Distributors, L.L.C. Monstevens with 40 years in the automotive industry has a strong engineering and sales background with over 110 US and Foreign patents in the automotive industry. Monstevens recently sold his interest and retired after 23 Years with Automotive Products USA, Inc. serving the past 10 years as Director of Advanced Engineering & Business Development for both the original equipment and aftermarket products.

R. Kevin Janeway serves as Chief Operating Officer for Tale-Gator Distributors; L.L.C. Kevin has 28 years in the financial and insurance industry with Northwestern Mutual Financial Network, specializing in the closely-held corporate marketplace. He has been recognized, in his industry, in Who's Who and the Million Dollar Round Table. He has served on the board for Jack's Place for Autism, Notre Dame Prep High School, and Promise Village and is currently Co-Chair for the Corporate Ambassador Program (CAP) for the Detroit Zoo.

J. Wade Fleming serves as a consultant for Tale-Gator Distributors, L.L.C. Fleming has a background in accounting with 30 years experience in the automotive industry as a tier one original equipment and aftermarket manufacturer. Fleming recently sold his interest and retired after 18 years with Automotive Products USA, Inc., serving the last 11 years as President and CEO of AP. Fleming was responsible for a team of 300 who grew the annual sales from \$15 million to \$65 million including \$20 million to the independent aftermarket.

Gerhard Weber Education Chemist with 29 years in the automotive adhesive business. Weber has 2 patents on water base underbody patent number 4,537,926 1985. He is the founder and owner of Chemical Technology, Inc since 1985.

Robert J. Sweitzer serves as Chief Financial Officer for Tale-Gator Distributors, L.L.C. Sweitzer is a managing member of Sweitzer, Haron & Co. CPA's, PLLC in Bingham Farms, MI for the past 15 years and has 34 years of public accounting experience.

Christopher May is President of May Mortgage Inc. since 1995. Educated in Finance and International Business, Chris is a licensed Real Estate Broker/Owner with 18 years experience in the mortgage and real estate industry. Chris will serve as an advisor for the Talegator team.

Lomas Brown, former member of the Tampa Bay Buccaneers Super Bowl championship team (2002), has also served as a NFL Network and ESPN News analyst and co-hosts a sports radio show in Detroit for WXYT. Brown is the owner of The Everything Sports and provides consulting to NFL teams and football camps. The former University of Florida Gator and All-American owns Alulite Metal, Located in Detroit, MI. Brown was a valued member of the Arizona Cardinals, Cleveland Browns, Detroit Lions, and the New York Giants. As a member of the NFL for 19 years, he will be eligible for election to the Pro Football Hall of Fame starting in 2008.

Jack Lengyel, vice president of business development for XOS Technologies, a provider of software solutions for sports programs, was the central figure of the 2006 film, *We are*

Marshall, the story of Lengyel's football coaching experience at West Virginia's Marshall University. After three years of rebuilding the football team that lost its coaches, players and community leaders to a tragic plane crash in 1970, Lengyel left coaching for the private sector. He resumed his coaching career in 1980 and was director of athletics for the University of Louisville, University of Missouri and Fresno State. He served as athletic director at the United States Naval Academy from 1988 to 2001. He is the recipient of several awards including the John L. Toner award from the National Football Foundation and College Football Hall of Fame. He has provided athletic department strategic consulting for Towson State University, Texas State University and Northern Arizona University. Lengyel was also interim director of athletics for Eastern Kentucky University, Temple University and the University of Colorado. He is a graduate of Akron University and received a master of education from Kent State University.

Kenneth Hahn and John Bertoia will serve as Advisors for Tale-Gator Distributors, L.L.C. They continue to be successful entrepreneurs after 25 years.

Ken Bryson and Ray Attard make up the sales team both local and nationally.



THE TALEGATOR® REVOLUTIONARY TAILGATE SEATING SYSTEM

Quick Facts

Key Personnel:

Joseph R. Fournier, *Inventor*
Keith V. Leigh-Monstevens, *President*
Kevin Janeway, *Chief Operating Officer*
Jack Lengyel, *Partner & Board of Directors*
Lomas Brown, *Partner*

Corporate Office:

13271 Mt. Elliott
Detroit, MI 48212-2549

Phone:

Call Portfolio XXI, 586.447.2001

Web Site:

www.thetalegator.com

Product:

TaleGator

Patent Date:

September 9, 2003

Distinguishing Features:

- Only comfortable two-seater product of its kind specifically created and designed to fit the back of most pickup trucks.
- Fitted with food and beverage compartments.
- Lightweight (approximately 6 lbs.) and easy to install.
- Made from recycled materials.
- Available in Black, Camo Swirl and Real Tree®.
- Made and manufactured in Michigan.

Licensing Agreements:

- Ford Motor Company
- Budweiser
- University of Florida Gators

Consumer Base:

- Tailgaters and sports fans
- Fishermen, hunters, campers, picnickers
- People who enjoy being outdoors with their pickup

Pricing:

\$65 - \$105





FITS ON YOUR PICKUP
TRUCK'S TAILGATE

EASY TO
INSTALL



TOOLS
IN 1

INCLUDES
WATERPROOF
CASE



8

BLACK AND
WHITE TV

COMPASS,
EMERGENCY
SIREN AND
ULTRASONIC
MOSQUITO
REPELLER



9

COMPLETE FLAG
FOOTBALL SET

JUST ADD YOUR
BALL AND PLAY

5. BUDWEISER PORTABLE COOLER. Painted steel legs support this 600-denier nylon cooler. Legs and cooler fold up for easy storage. Easy-access, zippered lid opens to hold 48 12-oz. cans and 15 lbs. of ice. 16"W x 16"L x 30"H; cooler only 13"H. N15799 085

6. NEW! BUDWEISER TALEGATOR® HATCH SEAT. Contoured seating comfort for the back of your pickup truck. This molded ABS plastic seat has an alligator-scale finish and includes 2 cup holders and food tray. Fits all standard full to midsize pickups. Easy to install—permanent or removable. Measures 20"D x 60"W and weighs only 6 lbs. Logo on seat. N15790 085

7. NEW! BUDWEISER TIME TOOL 7-FUNCTION WATCH. You've got the world in your hands! Including a bottle opener, knife, screwdriver, compass, tweezers, toothpick and clock. Water resistant up to 100' depth. Includes a carabiner clip and waterproof storage box. Logo printed on clock face and engraved on case. N16787 085

8. BUDWEISER PORTABLE TV/RADIO/LANTERN. This 5½" black and white TV is loaded with essentials like an AM/FM radio, ultrasonic mosquito repeller, a super-bright krypton bulb flashlight, dual adjustable fluorescent lanterns, compass, thermometer and siren. Built-in charge for rechargeable batteries (not included). Comes with AC and vehicle adapter and charging cords. Limited quantities. N15707 085



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9. NEW! BUDWEISER WILSON® FLAG FOOTBALL SET. Perfect for the beach, picnics, tailgating or any outdoor gathering. The set includes 10 flag belts, 8 cones, 1 scrimmage marker and mesh bag. N16694 085

10. BUDWEISER SOCCER BALL. Regulation-size #5, 10" soccer ball with Budweiser logo. N14339 085

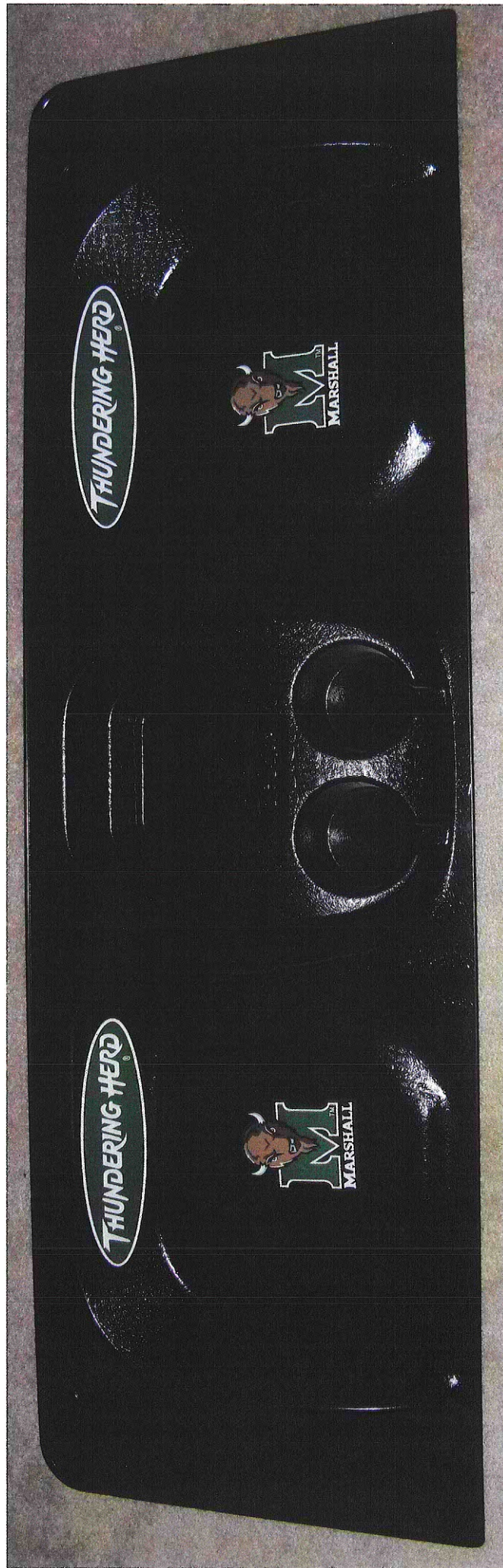
11. BUDWEISER STADIUM SEAT COOLER. Fold-up cushion opens to reveal a comfortable chair-back seat featuring its own built-in insulated cooler with Velcro® top closure. 15½"D x 16½"W. N15620 085

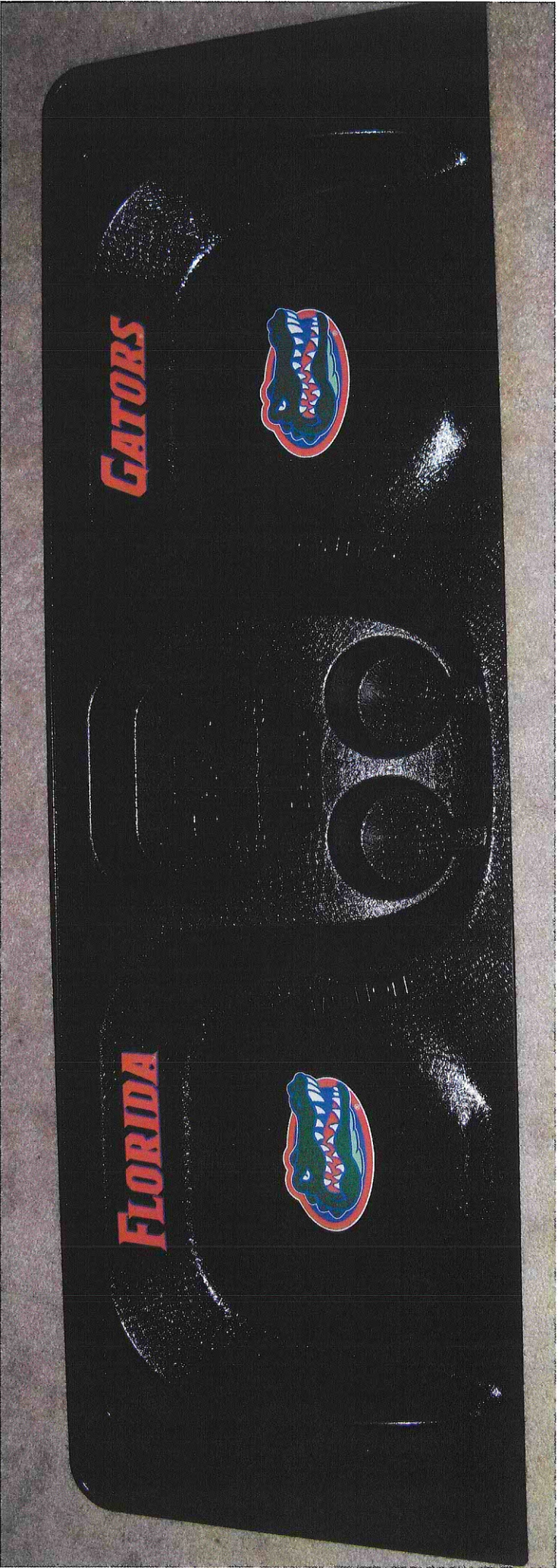


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COOLER
IN BACK
OF CHAIR







Talegator® Appendix



The Talegator® is:

- Comfortable seating that goes with you wherever you go
- Great for fishing, hunting, sporting events etc....
- 2 custom molded seats with beverage holder and storage tray
- Specially designed with an air pocket eliminating the need for a cushion
- Designed to allow for full size down to compact truck applications **(simply score along the trim bead and snap off excess plastic)**
- The Talegator® is able to accommodate a wide variety of trucks as shown in the pictures above

Raw Material, suppliers and Processors

ABS was chosen as our primary raw material because of Finish, Durability and stability range for higher temps in the South and colder temps in the North

Colors Black and Real Tree ®

LUSTRAN® High Gloss Grade 752 as supplied by:



Currently for the Black Talegators we are using an extruded sheet .110 thick of regrind core with a virgin cap .02 each side
Processed by:



Filcon is supplying the Real Tree ® printed film that Primex is laminating to our other ABS product. The material thickness is .125 before the film is added and .150 after completed.



P.E. Colors Camo Swirl

Chevron Phillips Chemical Company, Grade HXM 50-100 HMWPE. The blended material top is .025 thick, and a utility grade black substrate is .100 thick



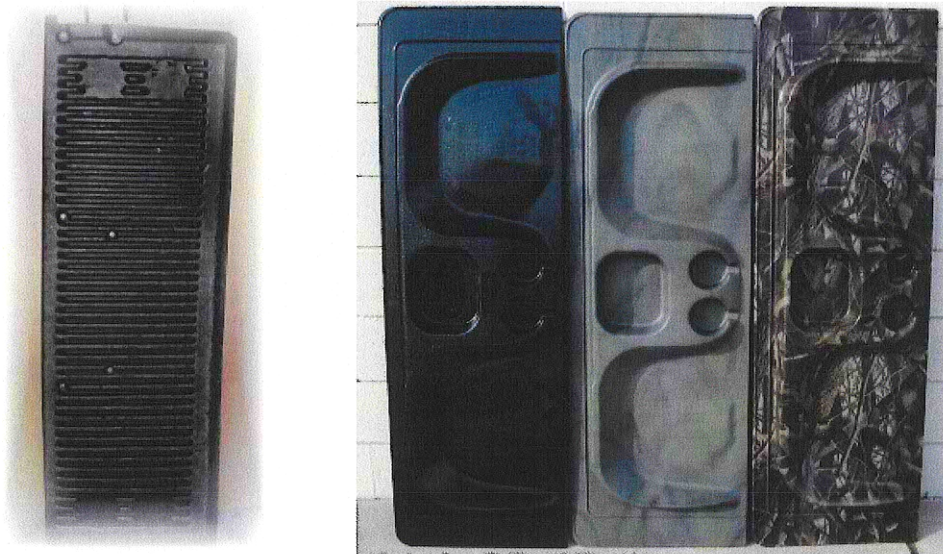
Processor

Allen Extruders Inc.



This gave us the nice glossy finish we were looking for.

Current production parts



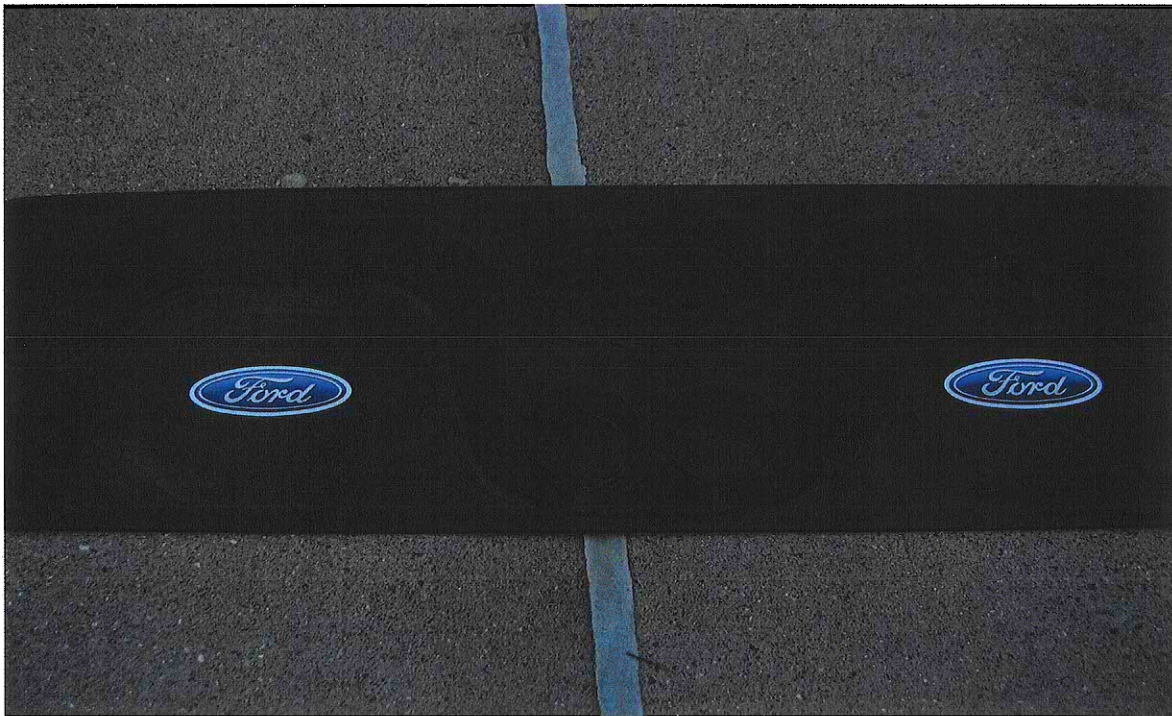
Standard tailgate liner Black and Real Tree® -ABS Camo Swirl-PE

Advantages

- Comfort compared to Standard liners
 - Easy to install Do It Yourself
 - Various attachment methods Permanent Christmas tree style push pins or removable Adhesive strip (Velcro ®)
 - One size can be trimmed to fit multiple applications
 - TaleGator fits over the current bed liner tailgate cover or directly onto the sheet metal
 - Approx 6 Lbs. 31/2" x 19" x 60" full-size version
 - Tough- will absorb an impact without damage to tailgate
 - Uses recycled ABS, PE and can be recycled
- Standard tailgate liner Black and Real Tree® -ABS Camo Swirl-PE

Current Logos

Budweiser Logo



Ford Motor Company Logo