

NATION'S FIRST, "ROCK WHILE YOU SHOP" RETAILER, BIKER BABES AND BEYOND DEMOS UNIQUE BUSINESS MODEL AT GRAND RE-OPENING EVENT!"

~The Bands Bikers and Music Lovers Like Most from Popular Biker and Tourist Destination Jerome, AZ, Gather to Celebrate with Free Concerts and Lots, Lots More~

Old Town Cottonwood, AZ - February 2, 2010 - Biker Babes and Beyond, LLC, today announced its Grand Re-Opening, at shop headquarters on Main Street in, "Old Town" on February 20, 2010 at High Noon. The event is designed with, "Bikers and the music-loving public" in mind and is bringing the top 3 favorite music groups from the popular tourist and biker destination, Jerome, AZ, to perform FREE to the public. The event will be held at the store, on Main Street across from Verde Lea market.

Biker Babes is unlike other retail situations in that it is a half store, half music venue. Their slogan, "Rock While You Shop" has been trademarked. Nordstrom set a precedent for easy listening piano music lightly in the background in their retail settings. Country Crock now boasts half store; half restaurant as their venue, but no other retail shops are offering half regularly-scheduled-live-music concerts (as well as over 300 specially selected, looping MP3 tunes of a spirited nature from a variety of national artists, continually in the retail shop at quite a high volume).

According to the National Highway Traffic Safety Administration, the motorcycle community is experiencing astounding growth! New unit sales of on-highway motorcycles have increased some 91 % since 1997.

Beyond this rather astounding national statistic, anyone who has ever been to Jerome, Arizona (which is stone's throw away from Old Cottonwood), knows how prolific the Biker population is in this part of Arizona. In concert with this fact, there are powerfully talented and well-revered musicians and musical groups in this area. Julia Hutton, founder and CEO of Biker Babes and Beyond and also a resident of the Area said, "It was

Page two

practically a no-brainer of a business model concept. When I started living up here, there were two factors besides Sedona that were very noticeable. Bikers and great musical talent. The blend of the two seemed like a natural." Hutton continues, "We have plans for local talent to perform on a regular basis at Biker Babes and Beyond - much the same as in

Austin, Texas where Wayland, Willie and Jerry Jeff get together (or at least used to) at bars on 7th Street and jam."

We are leading off with three very popular bands in this area for our Grand Re-Opening," says Hutton. "Cadillac Angels, Los Guys and Llory McDonald and Combo Deluxe. "Ask anyone who frequents Jerome and the Spirit Room up here. These are hot names and they draw humongous crowds each and every performance," Hutton says. "Besides offering phenomenal music, they are a blast to watch. Everyone in Arizona is invited to fun-filled afternoon - FREE"

Making things even better, Biker Babes and Beyond will hold "Happy Hour" every Friday after work around its campfire at the store headquarters. Biker Babe Bombshell Herbal Teas are offered for sale, but people can bring whatever they want. On Sundays from noon to 2 pm, they will have Weenie Roasts - \$2.00 or \$3.00 with chili. Biker Babes BAD AZ Jerky will also be sold.

Finally, Biker Babe and Beyond Rock n' Roll Travellin' Fashion Shows are held at High Noon, the third Sunday of every month. Come on in and get sprinkled with Biker Babe Guardian Angel Dust free for anyone who wants it.

About Biker Babes and Beyond

Biker Babes and Beyond is an Arizona Company headquartered in Old Town Cottonwood, Arizona. It was conceptualized in June of 2009, incorporated in August 2009 and has rapidly grown in concept and scope since its formation. Biker Babes and Beyond plans on beginning franchising activities May 1, 2010. For more information, please visit the Company website at www.bikerbabesandbeyond.com or call Lacy Gambee at Orca Communications at (480 346-4004).