

Polaris Plans Product Proliferation

Polaris Industries Inc. has been making recreational vehicles for more than 50 years, offering consumers a break from the routine and an escape from the ordinary. With annual 2004 sales of \$1.8 billion, Polaris designs, engineers, manufactures and markets snowmobiles, all-terrain vehicles (ATVs), Victory motorcycles and the Polaris Ranger for recreational and utility use.

This year, it is expected that sales of Polaris licensed products will increase substantially. The line of Polaris ATV electric ride-on vehicles licensed to Peg Perego is continually expanding, becoming one of the top sellers in the category and showing up at most leading retailers. A specially-decorated version of the Polaris Sportsman 600, targeted to girls, will be introduced this year as well.

Interactive Toy Concepts is continuing to expand its line of radio-controlled Polaris



THE POLARIS DRAGON FLY BATTERY-POWERED GIRLS RIDE-ON ATV PRODUCED BY PEG PEREGO

vehicles. A 24-in. version of the Polaris 900 Fusion snowmobile is scheduled for fall release. Interactive Toy RC vehicles are sold at most leading toy retailers as well. Additionally, Lucky Plastics (Zap Toys) continues to expand its line of Polaris toys and RC vehicles, with a high-detail 1:5th scale version of the Victory motorcycle debuting in a RC version in the spring.

Other successful continuing Polaris programs include a vehicle replica program with RC2, and Polaris footwear from International Seaway Trading Co. (ISTC).

Polaris also expects to announce a major new software agreement in the very near future, partnering with a leading developer to produce an exciting ATV racing game featuring the full-line of Polaris ATVs.

Polaris' licensing efforts are represented by the company's exclusive trademark licensing agent, Trademarking Resources Inc. (TRI).