

FOR IMMEDIATE RELEASE

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DIAMO VELUX SCOOTER SHARES SPOTLIGHT WITH HOLLYWOOD CELEBRITIES FOR CHARITY AUCTION **Celebrities, Diamo USA Raise Money to Help Rebuild New Orleans.**

January 31, 2005 (Sugar Land, TX) – How much would you pay to own a one-of-a-kind, convertible top scooter signed by George Clooney, Philip Seymour Hoffman, Angela Basset, Chris “Ludacris” Bridges and 30 other Hollywood celebrities?

LS Motorsports, exclusive U.S. importers of Diamo brand scooters, is hoping that answer is worth a million dollars. At the Critic’s Choice Awards on January 9, 2006, Hollywood celebrities penned their silver signatures in on a 2006 Diamo Velux scooter that will be auctioned off for charity. The company teamed up with New Orleans mayor Ray Nagin and over 30 Hollywood celebrities to raise funds and continued awareness for the city’s rebuilding efforts.

In addition, the unique vehicle will share the spotlight in several nationally broadcast public service announcements that feature celebrities who signed the Velux encouraging everyone to attend Mardi Gras in 2006. The appropriate theme of the evening was, “The Show Must Go On”.

“We are thrilled for the opportunity to help New Orleans advance Mardi Gras and the city’s overall rebuilding efforts,” Mathu Solo, President, said. “We wanted to donate a one-of-a-kind product that complements the uniqueness of the city and the festival.”

The Diamo Velux is the flagship product in LS Motorsports' line of scooters, ATV's and motorcycles. In addition to an attractive sticker price, modern style and powerful, 150cc engine, the Diamo Velux is the only scooter in the United States to sport a fully retractable convertible top, allowing Velux drivers year-round use in most climates.

Diamo offers many other standard features on the Velux, including: ABS disc brakes, a powerful 150cc 4-stroke engine (250cc liquid cooled engine available in 2006), a radio/CD/MP3 player, a remote alarm, mobile phone charger, ample storage, front and rear dual shock suspension, two-rider capacity, and room to add an optional GPS system.

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About LS Motorsports, L.L.C

Founded in 2003, LS MotorSports, L.L.C. is the exclusive importer of Diamo scooters and motorcycles, one of the fastest growing recreational product lines in the USA. The Diamo brand was founded on the desire to bring exciting and reliable products to the US market.

The company's warehouses and dealerships extend across the United States. With administrative offices in Sugar Land, TX, the company's product line has grown to encompass vehicles, parts and accessories.

*** Please Note: List of celebrity signatures, 300 DPI color event photos, Diamo Velux fact sheet, and company backgrounder are available. Please call Kathryn Simons (512) 567-5819 or email press@ls-motorsports.com.

Diamo Velux 2006 Celebrity Scooter Fact Sheet

WHO: LS Motorsports, exclusive U.S. importer of Diamo brand scooters, ATVs and motorcycles.

WHAT: Team up with Hollywood celebrities and New Orleans mayor Ray Nagin to promote the 2006 Mardi Gras celebration and help raise funds to rebuild New Orleans.

WHERE: Over 30 Hollywood celebrities signed a black Diamo Velux convertible-top scooter in the celebrity gift lounge for the Critics Choice Awards in Las Angeles, CA.

WHEN: January 9, 2006 – Critics Choice Awards Gift Lounge.

WHY: To help promote the annual Mardi Gras festival in New Orleans and to raise awareness of the city's rebuilding efforts.

HOW: The Diamo Velux will appear with celebrities in nationally broadcast public service announcements that encourage the public to visit New Orleans for Mardi Gras and to raise awareness of the city's rebuilding efforts. The scooter will be auctioned and the proceeds will be donated to the City of New Orleans to assist with the rebuilding efforts.

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Diamo Velux Product Fact Sheet

No other scooter on the market comes close to the style and versatility of the Velux, which features ample storage, a remote alarm, a radio/CD/MP3 player, and room to add an optional GPS system. Scooter enthusiasts can now choose between a 150cc or a 250cc engine. The optional power upgrade gives the Velux driver a practical yet exciting way to get around town.

Some of the most notable scooter designs originate in Italy, and the Velux is no different. The Velux was designed by the Italian Company Benelli. LS MotorSports has exclusive USA distribution rights to the Velux with dealers located in all 50 states. More information and images can be found at www.diamousa.com.

FEATURES:

- Fully retractable convertible roof top
- ABS disc brakes
- 150cc 4-stroke engine or optional 250 CC engine
- radio/CD/MP3 player
- remote alarm
- ample storage
- front dual shock and rear mono shock suspension
- two-rider capacity
- room to add an optional GPS system
- average 60 – 100 mpg
- twist-n-go worry-free shifting
- ceramic cylinders that enhance engine reliability and longevity
- EPA & DOT certification



300 DPI, CMYK & RGB formatted jpg available.
Please request "Diamo_velux_300CMYK.jpg".

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Diamo Velux Celebrity Photos : Proof Sheet

**300 DPI, CMYK PHOTOS
AVAILABLE FOR USE.**

From top right (clockwise):
Brendan Fraser, George Clooney &
Mayor Ray Nagin, Taye Diggs, Pat
O'Brien, Chris "Ludacris" Bridges



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Diamo Velux Celebrity Signatures (with 2006 Critics Choice Awards Facts)

Amy Adams (Winner – Best Supporting Actress for “Junebug”)
Andy Serkis (“King Kong”)
Angela Bassett (Presenter)
Brendan Fraser (Presenter)
Catherine Keener (Winner – Best Comedy Movie for “The 40 Year Old Virgin”)
Cedric the Entertainer (Presenter)
Chris “Ludacris” Bridges (Presenter & Winner – Best Acting Ensemble for “Crash”)
Colin Hanks (Presenter)
David Strathairn (Best Actor Nominee for Good Night & Good Luck)
Dennis Miller (Host)
Emmy Rossum (Presenter)
Eric Bana (Presenter)
George Clooney (Honoree)
Jared Padalecki (Presenter)
Jensen Ackles (Presenter)
John Leguizamo (Presenter)
Leslie Mann (Winner – Best Comedy Movie for “The 40 Year Old Virgin”)
Matt Dillon (Presenter & Winner – Best Acting Ensemble for “Crash”)
Paul Giamatti (Winner - Best Supporting Actor for “Cinderella Man”)
Pat O'Brien
Philip Seymour Hoffman (Winner – Best Actor for “Capote”)
Mayor Ray C. Nagin (Mayor of New Orleans)
Robert Patrick (Presenter)
Romany Malco (Winner – Best Comedy Movie for “The 40 Year Old Virgin”)
Rosario Dawson (Presenter & Nominee for Best Acting Ensemble for “Rent”)
Sanaa Lathan (Presenter)
Seth Rogan (Winner – Best Comedy Movie for “The 40 Year Old Virgin”)
Taye Diggs (Nominee for Best Acting Ensemble for “Rent”)
Terrence Howard (Presenter & Winner – Best Acting Ensemble for “Crash”)
Tracie Thoms (Nominee for Best Acting Ensemble for “Rent”)
Virginia Madsen (Presenter)
Rusty Schwimmer (Guest of Virginia Madsen – appeared in North Country, etc.)
Wilson Jermaine Heredia (Nominee for Best Acting Ensemble for “Rent”).

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