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SCREAMING BANSHEE™ AND BIKERBUDDY FORM ALLIANCE TO CREATE THE ULTIMATE SAFETY SYSTEM FOR RIDERS – “P1 SCREAMER”

July 10th, 2012 CLEARWATER FLORIDA - Screaming Banshee and BikerBuddy are announcing a partnership that will produce a remarkable new safety product for motorcyclists.

Combining the industry's leading P1+ headlight modulator accessory with the newly released Screaming Banshee automatic warning system is an intriguing concept for that safety minded motorcycle riders. They're calling this synthesis of safety systems the “*P1 Screamer.*” There is no question this association demonstrates unique innovations that could significantly reduce accidents.

This relationship will also enhance Screaming Banshee's expanding domestic and international distribution network and allow for BikerBuddy's P1+ modulator to be available worldwide.

The BikerBuddy headlight modulator has been proven to increase a rider's visibility by 200%, and will now be combined with the Banshee Horn warning system. The Banshee Horn is a loud warning system that integrates seamlessly with your stock horn so that you can beep politely when pressing the horn button briefly. However, if a rider finds himself in a dangerous situation, he simply holds the horn button down for ¼ second and the Banshee system kicks in. This blasts the 139 decibel air horn while simultaneously pulses the high beam headlights. This combination of audible and visual warnings gives the noticeability a rider needs to avoid those all too common life-threatening situations.

"I know it can be dangerous out there on the roads and I strongly believe the birth of the *P1 Screamer* will enhance the overall safety of all riders" said Peter Olt, the inventor and CEO of Screaming Banshee™ LLC, "our international presence will benefit both BikerBuddy and Screaming Banshee as this new product goes global"

"BikerBuddy is very excited to be involved with yet another excellent company whose focus is on the safety of all individuals on the road" said Adam Lyberger, VP of Marketing at BikerBuddy. "At BikerBuddy, our vision is your safety"

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