



Contacts: Mari Abe
Peppercom for Gladiator® GarageWorks
212-931-6137
mabe@peppercom.com

Brendan Mullin
Peppercom for Gladiator® GarageWorks
212-931-6112
bmullin@peppercom.com

ORANGE COUNTY CHOPPERS COMMISSIONED TO BUILD GLADIATOR® GARAGEWORKS BIKE

New Gladiator Brand Bike to be Featured on January 21st Episode of American Chopper

BENTON HARBOR, Mich. (Jan. 18, 2010) – Get your motors running and head into the garage. Looking for adventure, Gladiator® GarageWorks, the leader in garage organization, commissioned Orange County Choppers to build a Gladiator brand themed bike. The Cable network, TLC, will air its episode of American Chopper that features the build and unveil of the Gladiator® GarageWorks bike on January 21, 2010 at 9pm ET/PT.

“For years, the guys at Orange County Choppers have shown just how special garages can be when enough time and energy is spent on the things you love,” said Lou Ann Schafer, senior marketing manager, Gladiator® GarageWorks. “Gladiator brand wanted to help support their magic in the garage by supplying our organizational products as the team created a unique Gladiator brand chopper.”

The episode will show viewers how Gladiator® GarageWorks and Orange County Choppers worked together to design and build a bike that showcases the toughness, versatility and sleek design elements of Gladiator® GarageWorks products.

“The team at Gladiator® GarageWorks made clear their brand’s commitment to helping consumers customize their garages without compromising craftsmanship, which mirrors our approach to building bikes. In creating the Gladiator brand bike and working with the brand’s products, we saw a little bit of ourselves,” said Paul Teutul Sr., founder of Orange County Choppers, Inc.

During the episode viewers will see Gladiator brand products in the background as the Orange County Chopper team builds the bike. The versatility of Gladiator brand products allow those looking to organize their garage to start simple with a few hooks and shelves, and continue to expand as their needs change, without disrupting the look and feel of the garage.

Consumers will have a chance to see and experience the new Gladiator brand chopper at events throughout the country in 2010. Consumers will have the opportunity to meet American Chopper star Paul Teutul Sr., at two events later this year.

To see the premiere episode featuring the Gladiator brand bike, please visit TLC.com. To learn more about Gladiator® GarageWorks and its products, or for information about future events that will feature the Gladiator brand bike visit www.GladiatorGW.com.

About Gladiator® GarageWorks

Gladiator® GarageWorks is the leader in garage organization delivering innovative solutions that allow garage owners to organize their space in a way that suits their individual storage needs. It is the only garage organization system to offer coordinated appliances designed for the harsh garage environment.



Gladiator® GarageWorks offers a Premier pre-assembled line and Ready-to-Assemble line for do-it-yourselfers. Products are available through local garage dealers, retailers including Sears and Lowe's or via www.GladiatorGW.com.

###