



MOTOGP'S Nicky Hayden Releases Highly Anticipated New Merchandise for 2005 Race Season

Exclusive merchandise designed by top US MOTO GP rider Nicky Hayden launches affiliate sales program

Los Angeles, CA ([PRWEB](#)) May 10, 2005 -- Due to public demand and increasing popularity top U.S. MOTO GP rider, Nicky Hayden, launches new merchandise for 2005 and is now offering an Affiliate Program for online sales.

Nicky's increasing popularity both in the U.S. and abroad has catapulted the website (www.NickyHayden.com) into a venue for fans to connect with the racer and each other, with tens of thousands of visitors each month. Nicky is well known for his successes here in the States, which culminated in his championship title in the 2002 AMA Championships prior to his move to the MOTO GP series. In 2003 Nicky won the Rookie of the Year in MOTO GP.

Riding on the success of his rookie year, Nicky launched apparel and accessories emblazoned with his "69" logo. Requests for autographed posters and prints were answered and were added as well. The 2005 gear includes new hooded sweatshirts, barbed wire T's, illustrated ringer T's as well as long sleeve shirts. Plans for additional items to be released though out the season are in the works.

Moto GP, which averages a global audience in excess of 300 million viewers per race, is returning to North America for the first time in ten years at Laguna Seca, California, the weekend of July 10th 2005. Ticket sales for the event have exceeded all expectations, with an anticipated crowd in excess of 200,000.

"It's really exciting to be a part of the design process. I'm not a designer, but I do like to throw in a few ideas on the swag you can buy off my site." Says Nicky, "I mostly like to listen to the fans and try to get them what they want. I have to admit, it's really cool to see my true fans out at the races in their gear, showing their support!"

Nicky's marketing team is actively pursuing new product ventures and partnerships. NickyHayden.com features on-going sweepstakes and promotions throughout the season as well.

For details or ordering Nicky's products, please visit <http://www.NickyHayden.com>

To join the NickyHayden.com Affiliate Program <http://www.shareasale.com/shareasale.cfm?merchantID=7541>

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).