



National Memorial Ride Corporation Announces Interim Corporate Structure

Ottawa, Ontario, Canada

June 19th, 2010

The National Memorial Ride Corporation announced today that the Board of Directors has asked Chief Executive Officer (CEO) Mr. Roger Levert to remain in his current position to continue to provide his leadership and direction during the transition period associated with the selection and induction of a new CEO. Mr. Levert has accepted the Board's request. The Board respects Mr. Levert's previously stated desire to retire from the position of CEO; however, the Board continues to have full confidence in Mr. Levert's leadership and believes that his presence as CEO remains critical until a new CEO is announced. Mr. Levert is one of the original founders of the National Memorial Ride and he has led the company through its inaugural and second annual Rides. Thanks to his tireless efforts the annual National Memorial Ride is prospering as a well orchestrated event and the corporation has become financially solvent within two years of inception.

As the corporation readies itself for eventual CEO transition, the Board of Directors invites interested individuals to apply for this pro bono position. The CEO position is open to all interested parties regardless of Riding Club affiliation. Applications should be addressed to the Board of Directors and contain a Letter of Introduction along with a detailed Resume. The deadline for application for this position is Monday August 2nd, 2010. The e-mail address for applications is:

Board@nationalmemorialride.com