

PRESS RELEASE
FOR IMMEDIATE RELEASE

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GRAND OPENING OF OFF ROAD INNOVATIONS OF TALLAHASSEE

Tallahassee, FL – Off Road Innovations (ORI) is proud to announce the Grand Opening of the Tallahassee store. The grand opening will be Saturday, February 11, 2006 from 10:00am-3:00pm at 2080 N. Monroe Street.

Off Road Innovations, a nationally syndicated company is recognized as an industry leader in sales and service of aftermarket vehicle accessories. Operating a chain of individually owned retail outlets, ORI carries a complete line of products manufactured for truck, Jeep®, and sport-utility markets. ORI has recently included a diverse line of products, gear, and apparel for the motocross and A.T.V. enthusiast.

This is Off Road Innovation's first retail store in the Tallahassee area, and brings our company pledge to provide a choice in products and service that best suite your needs. We can explain the different products and levels of performance that come with each product. We will assist you in choosing the right product to suit your individual needs. ORI brings along its stellar reputation for customer service that extends beyond the sale, including professional installation on all products that are sold through the store, and a limited lifetime warranty that covers both parts and labor.

ORI of Tallahassee is open during the following business hours:
Monday-Friday from 10:00am to 6:00pm - Saturday from 10:00am to 3:00pm

Directions: Off Road Innovations is conveniently located at 2080 N. Monroe Street. From I-10 take, exit #199, merging south on Monroe Street. Continue approximately two miles and ORI is on your right.

For more information, visit www.TallahasseeORI.com.

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