



NEWS RELEASE
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Media Contact: Emily Cress, 612.399.0466
Periscope for Arctic Cat

WORLD'S FASTEST SNOWMOBILES™ New Arctic Cat Social Community Mini-Site For Enthusiasts

Minneapolis, Minn., Sept. 6, 2008— With speed enthusiasts in mind, Arctic Cat proudly announces the launch of the one-of-a-kind mini-site, www.worldsfastestsnowmobiles.com. As the first manufacturer with evidence to prove the claim of the “World’s Fastest Snowmobile,” Arctic Cat has developed an interactive channel for fans and consumers to experience and discuss our newest innovations.

The World’s Fastest Snowmobiles™ site is *the* social community for snowmobilers as an offshoot from Arctic Cat’s home site. Most importantly, enthusiasts are able to share their reactions and comment on every aspect of the site on the wall of the main page.

“Snowmobiling is our sport, our love and our life at Arctic Cat,” said John Tranby, Arctic Cat’s Marketing Communications Manager. “We’ve found that Arctic Cat enthusiasts yearn for an open community where they are able to talk and share their snowmobiling experiences and reactions all day long. WorldsFastestSnowmobiles.com is that place.”

In addition, the site is loaded with photos, videos, sled features and links to other valuable snowmobiling resources. Users can easily navigate to featured YouTube videos, our Facebook brand page and our World’s Fastest Snowmobiles™ Flickr photostream.

Arctic Cat is leading the charge of snowmobile manufacturers in taking advantage of social discussion technology. Arctic Cat fans can look forward to seeing additional behind-the-scenes footage from winter’s most exciting events including Hay Days, as well as racer interviews and speed-focused video profiles.

About Arctic Cat: Arctic Cat Inc., based in Thief River Falls, Minn., designs, engineers, manufactures and markets all-terrain vehicles (ATVs) and snowmobiles under the Arctic Cat® brand name, as well as related parts, garments and accessories. Its common stock is traded on the Nasdaq National Market under the ticker symbol “ACAT.” More information about Arctic Cat and its products is available online at www.arcticcat.com.

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