

Retail and Consumer Products Expert Mitch Hara Joins KIRSH Helmets' Advisory Board

Retail and consumer products expert, Mitch Hara is joining KIRSH Helmets' Board of Advisors. Hara has been providing strategic and financial advice to retailers and consumer products companies for 25 years, most recently as CEO of consumer products retailer, Beekman 1802. Mitch's experience and relationships will open new doors for KIRSH Helmets and help the company deliver the best retail experience in the motorcycle industry.

"Mitch's experience and relationships will open new doors for KIRSH Helmets and help us deliver the best retail experience in our industry. His desire to join our board is a testament to the award-winning technology and future prospects of KIRSH Helmets," said Donnie DeVito, President of KIRSH Helmets.

One of upstate New York's most notable business strategists, Hara was CEO of Beekman 1802 for nearly three years and grew the company's revenue by over 700% without external investment. Prior to Beekman 1802, he was SVP of Corporate Strategy/M&A at HSN, Inc., parent company of HSN (f.k.a. the Home Shopping Network) and the Cornerstone Brands catalogs, which were subsequently acquired by Qurate Retail Group, where they now operate alongside QVC and Zulilly.

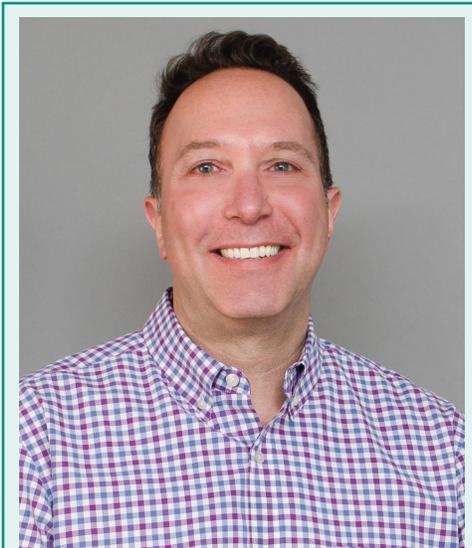
Prior to HSN, Hara was a Managing Director at consumer and retail-focused investment banking boutique, Peter J. Solomon Company and held similar positions at Citigroup, Merrill Lynch & Co. and Wasserstein Perella & Co.

"KIRSH Helmets is radically changing the motorcycle helmet industry and I'm thrilled to be a part of it," said Hara. "This team and their revolutionary technology are poised to have a huge impact on motorcycle safety."

Other members of the KIRSH Helmets Board of advisors are Dave Bobrek, Joseph Catalino and Jeff Killeen.

KIRSH Helmets, is a startup company in the motorcycle helmet business. The company's first product is the CHM-1 helmet, which recently earned the 2018 Technology Innovation Award from New York's Center for Economic Growth.

About KIRSH Helmets: KIRSH Helmets (www.kirshhelmets.com) is a member of the Impact Technologies family of companies, based in Schenectady, New York. KIRSH Helmets offer riders the most significant change in motorcycle helmet technology in decades, featuring a patented fluid-displacement liner inside a super-



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hardened shell. Founded in 2017, CEO Jason Kirshon holds the patents for the revolutionary helmet liner. KIRSH Helmets are 100 percent made and assembled in the United States. The company's unique technology and design delivers style, safety, and comfort.

SOURCE KIRSH Helmets