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BAYTREE GROUP FIRST TO OFFER NEW PERSONALIZED FINE ART PRODUCT TO CUSTOM BIKE MARKET

More than just a photograph; custom painted bike portraits designed to capture one of kind bikes and the hearts of enthusiasts.

LEAWOOD, KS (March, 2004) — Recently showcased at Daytona Bike Week, Sturgis and the Milwaukee 100th, BayTree Group has created a new concept in personalized fine art products for the custom bike market. In an effort to continually bring new products to this growing segment, BayTree Group's custom painted bike portraits have exceeded all expectations. Customers can submit their own digital photograph directly through the BayTree Group website (www.bikerallyartgallery.com), or taken by a BayTree photographer if at one of their events. A portrait design consultant then helps the client determine the correct custom size, mounting choice and frame for the desired space. When finished, a one-of-a-kind and distinctively stunning wall portrait is created. In many cases in addition to larger wall portrait, a smaller giclée print is created for the customer's office or second home. BayTree Group also transfers the image to boxed note cards called **ARTFOLDS™**.

“These custom bikes take on a part of the owner's personality. To capture this in a fine art image is to capture their passion. We reach our core demographic through our website, at our event galleries and through our partnerships with custom bike makers. We are also working with interior designers that have clients wanting our work for commercial spaces as well as individuals' homes and offices,” says Jamie Gladman of BayTree Group. Our commitment to bringing a fresh and unique approach to fine art within this market is unparalleled,” Mr. Gladman added.

Located in Leawood, Kansas, BayTree Group creates Event Specific Art for Bike Rallies and has been a producer of unique visual arts and limited edition Giclée print and canvas editions since 1993. BayTree Group's works are the highest quality printing, fine papers and finishings available today. **ARTFOLDS™** is a registered trademark of BayTree Group, Inc.

For further information on BayTree Group please contact Jamie Gladman, 913-269-4721, or go to www.bikerallyartgallery.com. Hi-resolution images for publication are available.

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