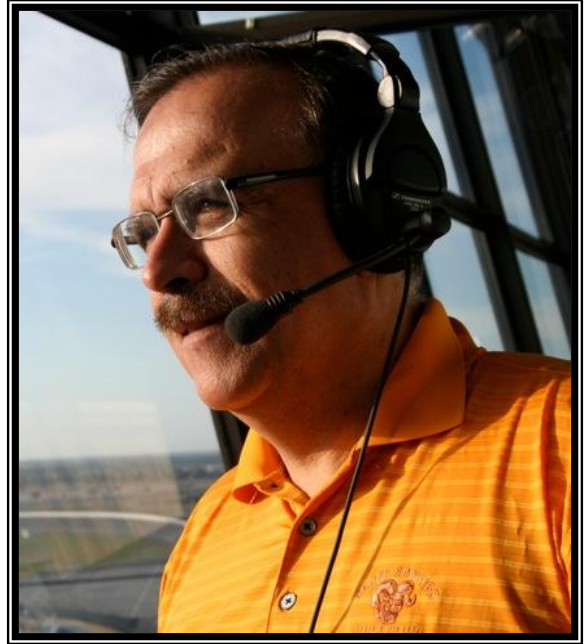


PAT GONSALVES

Pat Gonsalves has combined a career in sales and marketing with his passion and love for all aspects of motorcycling. He has spent over 28 years in management and sales at Q107 (Corus Radio) and even longer as a motorcyclist having bought his first motorcycle at age 16.

Born in Guyana, South America, Pat and his family immigrated to Canada in 1961. His interest in radio lead him to attending and graduating from Ryerson University's highly regarded Radio & Television Arts program. It was during his first year at Ryerson that he began his motorcycle announcing career for the Canadian Motorcycle Road Racing Club at Mosport. Over the past 30 plus years he has announced from all of the major tracks in Canada and hosted dozens of



Canadian Superbike and Supercross TV shows as the play by play announcer. He has also been the public address voice of the Daytona 200 for over twenty years at Daytona International Speedway.

His radio advertising sales career, which began at CHOO Radio in Ajax in 1979 has taken him to St. Catharines (CKTB-CJQR-FM), Brampton (CKMW) and finally to Q107 in 1984, where he is still today . Pat's sales approach has been one anchored in a deep awareness and appreciation of the power of personal branding. His list of clients includes most of the motorcycle manufacturers and dealers in Toronto and the surrounding area. Pat has also been a great mentor to new sales people, many of whom have gone on to very successful careers of their own.

Pat has been happily married to Christine for 25 years and they have three grown children.