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Rick Ware Racing, “The Biggest Little Team in Motorsports” looks forward to success in 2010

As many teams prepare for the upcoming 2010 NASCAR season, RWR has been fast at work competing in 21 events since the New Year. The Three-Time Defending Champions in the AMA Arenacross, RWR have already rallied to 5 “Hole Shots”, 17 Top 5’s and 20 Top 10’s with Champion, Jeff Gibson and Brock Sellards, and will gain even more strength with AMA Supercross legend, Ezra Lusk joining the team in two weeks.

“The wins have been eluding us with the new 450’s but we made a huge improvement last week”, stated Dave Mitchell, RWR’s Marketing Director. The AMA Arenacross made a drastic change from the 250cc package to the 450cc’s on the very small and intimate arenas. “We actually have to slow the bikes down as they are too powerful for these tracks. We have dominated the Arenacross because our technology to go fast was far more superior. Now with this bike change, we are learning to walk all over again.”

In addition to the 21 events that Rick Ware Racing has competed in, they are winning the battle on screen with their driver Tim Brown in the new hit show, “Madhouse” on the History Channel. “We are really pleased with “Madhouse” and the viewership of 1.3 million households that tune in to see Tim and how our organization is run each week.” “Madhouse” airs every Sunday at 10pm EST and is grabbing viewers that are equal and sometimes better than a live NASCAR Camping World Truck or NASCAR Nationwide Series event.

RWR has been able to capture over 3 hours of clear logo placement for the sponsor of Brown’s car in 2009, Circle K and Hayes Jewelers, in just three episodes including the reruns. “These numbers are astonishing and will only increase in the 16 week series that looks to return in March to start filming for season two of “Madhouse”.

With a 120 race schedule in 2010, Rick Ware Racing now looks to the high banks of Daytona International Speedway for more success. RWR will compete in the NASCAR Nationwide Series and expand into the NASCAR Camping World Truck Series for a run at the title.

“It has been a busy winter for our organization, as we have put together a strong foundation for the Nationwide and Camping World Truck Series’ with a solid mix of highly talented rookies and veterans”, stated Rick Ware.

In the NASCAR Nationwide Series, veteran Stanton Barrett will be joined with Chrissy Wallace for Daytona. Barrett returns to the NASCAR Nationwide Series after competing in both NASCAR and IRL (Indy Racing League) in 2009. Wallace will be making her series debut at the high banks of Daytona and looks to make her stand as the best newcomer in the sport.

DJ Kennington, who has finished second in the point standings of the NASCAR Canadian Tire Series the past three seasons, will also run several races for RWR before heading back to Canada in a pursuit to win the Championship that has eluded him thus far.

Also returning to the Nationwide Series car will be Tim Andrews, who showed great promise in 2009 with the organization and will once again have guidance from his father, Paul Andrews, the former Championship Crew Chief.

Wiley veteran Donnie Neuenberger will run in select races in the Nationwide and Camping World Truck Series and Brian Rose will make his return to the NASCAR circuit as well for RWR in 2010.

Perhaps the biggest change in 2010 for Rick Ware Racing is a full effort in the NASCAR Camping World Truck Series. Neuenberger will compete at Daytona in the #6 truck and contender for “Rookie of the Year” honors, Brett Butler, will race the #47.

Also slated in the #6 truck will be Chrissy Wallace, Tim Brown and Michael Guerity. Chrissy Wallace is coming off a 13th place finish at Talladega and Tim Brown will look to improve from his Truck Series debut at Martinsville when a part failure cost him a chance at a Top 10. Michael Guerity who finished in the Top 5 at Daytona in the ARCA Remax Series in 2008 will join the “Biggest Little Team in Motorsports” and grab his chance at the RWR truck in 2010 as well.

In addition to the AMA Arenacross, NASCAR Nationwide and NASCAR Camping World Truck Series, RWR will also increase their involvement in the Whelen Modified Series when Tim Brown gains a teammate for a second entry, as well as compete in the NASCAR Southern Modified Tour for 2010.

“It has always been our goal to run different forms of motorsports under one roof with a sponsor that understands the value we put out at each event and can capitalize on our strength and diversity”, stated Rick Ware. “We have been successful in capturing championships in the Modifieds and two-wheel motorsports and we look forward to building towards that in the NASCAR Nationwide and Camping World Truck Series”.

RWR is one of only two organizations that race professionally in AMA and NASCAR, the other being Joe Gibbs Racing. The organization takes pride in winning championships (2 in 2009 and 13 in the past 14 years), and capturing television exposure for their great sponsors and are proud that Fuel-Doctor has come aboard.

Fuel-Doctor will be the primary on RWR’s Arenacross team as well as several select races in the NASCAR Camping World Truck Series, NASCAR Nationwide Series and NASCAR Whelen Modified Series.

“We’re so excited to align ourselves with Rick Ware Racing, stated Mark Soffa, CEO of Fuel-Doctor. “ Rick has been in the business for many years and his fan base is unparalleled. We are thrilled to sponsor the more than one-hundred events RWR participates in ranging from Motocross to NASCAR. Rick is very conscious of sponsor dollars and we greatly appreciate his philosophy on return on investment. As a satisfied customer of the FD-47 himself, Rick has gone out of his way to take a personal involvement in the marketing of our product. His team has their finger on the pulse of the racing community, who are an ideal clientele for the Fuel Doctor products, and we are eager to connect with them directly. We look forward to a long and prosperous future with Rick Ware Racing.”

ABOUT FUEL DOCTOR–

The Fuel Doctor’s FD-47 is destined to forever alter the cost of gas for drivers, while saving the environment one car at a time. The FD-47’s cutting-edge technology increases fuel economy and decreases the CO2 released into the environment. **The Fuel Doctor** has officially joined the ranks of new companies using science and technology to effectively lessen environmental damage; while saving money for the consumer.

The process is simple; **The Fuel Doctor’s FD-47** is an electronic current regulator and filter that stabilizes the voltages running through the Electrical Control Unit (ECU) of a motor vehicle, which controls the fuel pump, timing control, speed and temperature of the engine. The unit is plugged into the front lighter/power socket where it absorbs the excess currents from sources of electrical interference such as lights, air conditioning, audio devices, fans, and corroded or weakened grounds. These interferences prevent the ECU from achieving optimal performance and result in additional fuel consumption. The FD-47 achieves a linear regulated voltage, thereby creating more energy, requiring less fuel, and releasing fewer emissions into the environment.

CEO Mark H. Soffa is a 25-year veteran of the promotional products industry, specializing in the design, manufacturing, and production of custom projects and programs tailored to the pharmaceutical, gaming, and entertainment industries to name a few, Abbott Labs, HBO, and Harrods. While in Asia on a business trip, one of Soffa’s importing partners handed him an item and exclaimed it was “the greatest thing in the world and actually saves gas.” Soffa decided to conduct his own preliminary test, and brought it to an old friend from Detroit who was a Combustion Engineer. Soon after, Soffa received an urgent voice mail stating the test showed 22% more fuel efficiency, and he should do whatever it took to bring the product to the United States. Not one to rush into anything, he decided to put the product through months of rigorous testing with AAA, Bosch, CARB (California Air Resource Board) and KET Engineering because he says, “I am very concerned with reputation, integrity, truth, and accuracy – we are in this for the long-term.”

The results were even better than expected. The device was found to increase power, improve firing, reduce emission, and ensure that fuel runs at its optimal state. To the consumer, this translates to less money at the gas pump (an average of \$7 per fill-up, depending on type of car and gas prices), and less

CO2 released into the environment. In fact, the Fuel Doctor's FD-47 can save thousands of pounds of CO2 per driver, per year, which means that for roughly every ten FD-47 users, an entire car is taken off the road.

At that time, Soffa and his partners realized the enthusiastic response they would receive by product available in the U.S. "Through my promotion and import business, I started to see a constant demand for green products", he explains, "I soon realized this was the business of the future and I wanted to be part of it." In September of 2009, Soffa used his production-trained eye to give the product a more stylish look and feel, and launched the FD-47 in October directly through the Fuel Doctor website as well as the popular mid-west company Heartland America. Two-weeks later, Heartland America asked him to triple the order and move the next shipment up due to their high-demand. Since that time, thousands of FD-47 units have been sold, and Soffa has personally spoken to a majority of the customers himself, as he wants to hear their feedback directly.

Last week, Fuel Doctor shipped a major group of orders to one of the largest electronic retailers in the world, who will be officially launching the FD-47 at the end of the month.

The Fuel Doctor products are available for purchase online at www.fueldoctorusa.com or by calling 1.877.512.FUEL.

ABOUT RICK WARE RACING-

Rick Ware Racing is based in Thomasville, North Carolina and competes in the NASCAR Nationwide, Camping World Truck, Whelen Southern Modified Series' as well as the AMA Arenacross and Motocross Series, making them one of the world's most diverse motorsports organizations today.

With a full-time staff of 10 employees, RWR remains successful in gaining massive exposure for sponsors while keeping the price affordable during these hard economic times at the same time successfully defending championships in the Arenacross and Modified divisions.

For more information on Rick Ware Racing, visit www.warercing.net