



RED DEVIL[®] ENERGY DRINK



Concord, NC: January 2008: Uniting Energy With Speed!

With the ARCA RE/MAX Series (ARS) opening day right around the corner, what a better time for the partnership agreement announcement between Red Devil Energy Drink, USA and HL Motorsports. The far-reaching, multifaceted programs have weaved together in seamless synergy, as one of the leading world wide energy drinks allies partners with an up and coming top class race team.

Red Devil Energy Drink has the energy to exceed, vitamins to vitalize and the taste that ensures you ENJOY. After 12 strong years in over 60 countries, Red Devil Energy Drink is finally moving fast and on track for a strong launch in the United States. Proving no better way than taking over at 100 MPH!! "The name says it all," said Bruce Hibbs, Jr, driver of the No. 51 in ARCA competition. "I tell you, this drink is RED hot and boosts me to DEVILish speeds." Chad Hackenbracht, newest driver to HL Motorsports, "I haven't had a punch like this from any other energy drink!" Mark Crowe, President of Red Devil USA stated, "We are excited to be working with HL Motorsports to bring Red Devil Energy Drink racing to tracks throughout America."

Our goals at HL Motorsports, LLC are to build our two drivers in a way that aligns them with partners for long term relationships and develops them as unsurpassed spokespersons in the business adding brand awareness to market and growth. "We believe Red Devil Energy Drink to be that brand," Paul Long, President of HL Motorsports.

The combination of Red Devil and HL Motorsports enhances our ability to dominate and to deliver originality, innovation, and talent. Together, we now share one fundamental point of unity: an energy packed program with aggressive, young, and proven future stars of the race tracks!

For more information on this partnership, scheduling, promo events, or media contacts: Checkout the HL Motorsports website www.hlmotorsports.com ~ Misty Kelly