

FOR IMMEDIATE RELEASE

Acton Racing and Baja Bumpers announce multi-year marketing partnership

MESA, Arizona (January 1st, 2011) – Acton Racing and BajaBumpers.com have entered into a multi-year joint marketing relationship starting with the 2011 and 2012 off road racing seasons, and an option to renew for a third season in 2013. Co-branding is a major component of the agreement with Acton Racing promoting Baja Bumpers in name, logo and through product placement.

“I'm excited about this opportunity to forge a strong relationship with such a professional race team,” says Doug Combes, owner of Baja Bumpers. “It is clear that we share many of the same goals for reaching a target audience, and our synergies create a winning combination.”

Through this multi-year strategic relationship with Acton Racing, Baja Bumpers gains direct access to their primary sales demographic of off road enthusiasts, allowing expanded opportunities to communicate the advantages of the product line.

“Doug has been a real pleasure to work with and his craftsmanship is top quality. I'm very excited to add Baja Bumpers to our growing network of sponsors. His ideas will have a significant impact on our success in the coming years,” says Mike Acton, founder of Acton Racing.

Financial terms of the deal were not released.

Baja Bumpers manufactures innovative race quality products for the off road enthusiast who wants bolt-on ease of installation and the performance of “one off” fabricated parts. With offices in Buckeye, AZ, Baja Bumpers is a family owned and operated company, delivering the highest quality after market off-road bumpers and tire carriers at an extremely affordable price. For more information, please visit www.bajabumpers.com

The Acton Racing team is an Arizona Jeepspeed off-highway race team competing in the Best In The Desert (BITD) "The American Off-Road Racing Series", Southern Nevada Off-Road Enthusiasts (SNORE) and Mojave Off-Road Racing Enthusiasts (MORE) series racing events in California, Arizona and Nevada. For more information, please visit www.actonracing.com.

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