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BALD SPOT SPORTS
PROVIDERS OF PERFORMANCE ENHANCING FOAM SOLUTIONS

For Immediate Release

BALD SPOT SPORTS NAMED EXCLUSIVE SEAT PROVIDER FOR THE INDY RACING EXPERIENCE AND THE DRIVE AN INDYCAR PROGRAM.

Indianapolis, IN – August 30, 2004 Bald Spot Sports, LLC [BSS] announced a new business alliance with Indianapolis-based Sinden Racing Service [SRS] that will make BSS the sole provider of foam race seats for drivers in The Indy Racing Experience and The Drive An IndyCar program. BSS will manufacture the seats using their exclusive technically-superior Creafoam™ seat kits.

SRS business partner Jeff Sinden stated “With the launch of our new Drive An IndyCar program and the continued success of The Indy Racing Experience, SRS needed to meet the safety criteria of the Indy Racing League [IRL] and make every participant feel comfortable. BSS and the Creafoam seats are a perfect fit for our programs to meet these requirements.”

Glen MacDonald, owner and seat designer for BSS said, “We are proud to be based in one of the racing capitols of the world and always look forward to doing business with our neighbors near gasoline alley. SRS has a great entertainment product that helps to solidify fan support which keeps our customers racing.”

Davey Hamilton driver of the Jim Beam 2-Seater and (1997 and 1998 IRL runner-up champion) says, “Driving fast is about being comfortable and safe. Bald Spot Sports provides both for the drivers of the 2-Seater program. I look forward to driving the 2-Seater knowing I will be sitting in the same equipment that I use on race day.”

The alliance is good for two years and will allow BSS to manufacture race seats for SRS through the 2006 IRL season.

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