



PRESS RELEASE

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BEL-RAY UNVEILS SECOND VINTAGE T

February 2008—Hot on the heels of the wildly popular Bel-Ray Vintage T, Bel-Ray Company, Inc. is pleased to announce the release of a second, limited-issue vintage-logo t-shirt for 2008. Available in adult and children sizes, the t-shirt features an authentic cool Bel-Ray racing logo from the 1970s. Shirts of the same design have been worn by icons such as Roger DeCoster, Marty Smith, Brad Lackey and Jimmy Weinert.

“With the success of our first vintage T shirt, it seemed only natural to release another one that evokes a different slice of our history,” says Bel-Ray Marketing Manager Geoff Walters. “This new, limited edition Vintage T will fit right in at the track or out on the town.”

The shirts will be offered for a limited time only, and can be seen and purchased online at: <http://www.cafepress.com/belray>



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