



FOR IMMEDIATE RELEASE

JRB Marketing 423.288.0285

Redhorse Performance TEAMS with the CONTINGENCY CONNECTION

Troy, Mi – **REDHORSE PERFORMANCE** (www.redhorseperformance.com) has partnered with the Contingency Connection to enhance brand awareness, brand identity and demand for its hoses and fittings in the grassroots racing industry.

Redhorse Performance (RHP) will be taking this basic weekly contingency program ONE step further with the 2010-2012 **REDHORSE PERFORMANCE CHAMPIONS CUP** whereby ONE track champion from each Contingency Connection track/series will win 2011 "Team Sponsorship" compliments of **Redhorse Performance** Hoses and Fittings! The package will include cash, apparel, product, and other prestigious awards for ONE champion from EACH Contingency Connection track or series. In order to celebrate the launch of this sponsorship announcement--**Redhorse Performance** will offer 4th of July Race Winners from each Contingency Connection track/series **A Redhorse Cup 4TH of July Bonus Prize package**!

Bill Chamberlain, lead executive of **Redhorse Performance** explained "The Contingency Connection is a direct and cost-effective means to get our name and line of plumbing products more widely recognized among the grassroots weekly racing market". Chamberlain continued, "**Redhorse** produces certified air craft quality fittings and hoses at a cost savings for budget racers with quick delivery guaranteed!" Now-**Redhorse Performance** is stepping up with a NATIONAL awards program designed specifically to reward the masses of grass-roots WEEKLY racers.

"It's a demographic fact that 80% of racers are weekly grass-roots racers and the Contingency Connection is directly connected to them through partnering tracks and series," said Jackie Ressa, President, JRB Marketing Inc. "The **Redhorse Performance** commitment to our 18,000+ racers per week makes our partnership a natural fit and provides a perfect opportunity for them to build brand identity with this target market."

About The Redhorse Performance:

REDHORSE is a leading manufacturer high quality fittings and hose for performance racing engines. **REDHORSE** is headquartered in Troy, Mi. The company also has global facilities in Nanhui, Pudong & Puxi, Shanghai China, Chicago-II, Romulus-Mi & Perrysburg-Oh; USA. **REDHORSE PERFORMANCE** is located at 3221 W. Big Beaver Rd. Ste. 115, Troy, Mi 48084 Phone:(734)992-3232 Fax:(734)992-3485 orderdesk@redhorseperformance.com

About The Contingency Connection:

The Contingency Connection is a race-marketing, grassroots, oval track and drag racing program; offering weekly contingency, bonus, and series programs to manufacturers seeking a direct link to end-using racers and race fans. The CC guarantees tracks more than \$50,000 annually in bonus awards and guarantees manufacturers exposure and advertising at nearly 100 tracks, hosting 1200 events nationwide and Canada, reaching 18,000 racers each week. For more information contact Jackie Ressa, President, JRB Marketing Inc., 423.288.0285 or visit www.contingencyconnection.com.

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