



PRESS RELEASE

FOR IMMEDIATE RELEASE

BEL-RAY ANNOUNCES NEW CONSUMER DISTRIBUTOR IN SWEDEN

January 16, 2009 – Bel-Ray, Company, Inc. is pleased to announce that it has partnered with Moto Speed AB as its exclusive distributor in Sweden for Bel-Ray's renowned range of high performance motorcycle lubricants.

Bel-Ray and Moto Speed AB built their partnership on the demand for high quality products and an effort to sell Bel-Ray's high end products in Sweden. With Moto Speed AB covering the whole of Sweden, a constant level of service and supply of Bel-Ray products will enable both companies to expand and excel in their fields.

ABOUT MOTO SPEED AB

With over 38 years in the motorcycle industry, Moto Speed AB is a well known and respected distributor in Sweden. Moto Speed AB, located in Vasteras, Sweden, has exceptional knowledge and experience in motorcycle engineering as they have a very high tech in-house tuning shop focused on drag racing. The company has won more Pro Stock races than any other shop in Europe. Having distribution rights to many major brands, Moto Speed AB is growing and strengthening itself by distributing Bel-Ray.

ABOUT BEL-RAY

Bel-Ray's line of high performance motorcycle lubricants has been a major part of the motorcycle industry for more than 50 years. Bel-Ray is one of the world's most recognized oil brands thanks to outstanding products like the unique Bel-Ray Thumper 4T Racing Motor Oil, no fling Bel-Ray Super Clean Chain Lube and the exceptional Bel-Ray Foam Filter Oil. Bel-Ray's innovative research and development continues to provide our motorcycle customers with lubrication solutions that help reduce consumption, increase machine life and provide long-term value.

FOR MORE INFORMATION PLEASE CONTACT:

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