



PRESS RELEASE

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BEL-RAY BECOMES THE EXCLUSIVE MOTORCYCLE LUBRICANTS OF HURRICANE HILLS SPORTS CENTER

July 10, 2009 – Farmingdale, NJ – Bel-Ray, the industry leader in total performance lubricants, is pleased to announce that they have reached an agreement to become the exclusive motorcycle lubricants of Hurricane Hills Sports Center in Clifford, Pennsylvania.



Hurricane Hills is a District 6 & 34 AMA sanctioned motocross facility that has a full race and practice schedule throughout the 2009 season. The track features natural terrain elements spread over the scenic landscape of the Susquehanna Valley. Bel-Ray will have premium signage throughout the entire motocross facility and will be on-site to offer rider support at several races throughout the 2009 season.

“Hurricane Hills Sports Center is Pennsylvania’s premier motocross facility,” says Carter Olcott, Channel Marketing Manager for Bel-Ray. “They recognize the value and importance that the Bel-Ray Regional Track Support Program provides to their races and we couldn’t be happier to be their exclusive motorcycle lubricant for the 2009 season.”

Hurricane Hills is open for both motocross bikes and quad racing all summer long. They will be hosting several District 6 & 34 events such as the District 6 Ultimate Series, the Tri State Championship Quad Qualifier, the 27th Annual PA State Championship, ACR Vet, Vintage, and Modern Race, Wyatt Barto Memorial Race, as well as Tony D Motocross Schools. Their full schedule can be viewed at: http://www.hhmotocross.com/master_schedule.html

“Bel-Ray’s commitment to the regional race scene is really what attracted us to sign on to their track program,” says Hurricane Hills owner Joe Fritz. “Our dedicated riders that come to our track deserve the best and that is what Bel-Ray will help us to deliver every weekend we race.”

Bel-Ray’s line of high performance motorcycle lubricants has been a major part of the motorcycle industry for more than 30 years. Bel-Ray is one of the world’s most recognized oil brands thanks to outstanding products like the unique Bel-Ray Thumper 4-Stroke Racing Motor Oil, no-filing 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 on Hurricane Hills Sports Center, please visit www.hhmotocross.com
For more information on Bel-Ray, please visit www.belray.com

FOR MORE INFORMATION PLEASE CONTACT:

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