



PRESS RELEASE

FOR IMMEDIATE RELEASE

BEL-RAY ANNOUNCES NEW CONSUMER DISTRIBUTOR IN BULGARIA

January 20, 2009 – Bel-Ray Company, Inc. is pleased to announce that it has partnered with Moto Ltd. as its exclusive distributor in Bulgaria for Bel-Ray's renowned range of high performance motorcycle lubricants.

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



ABOUT MOTO LTD

With seven locations across the country, Moto Ltd. is a well known and respected distributor in Bulgaria. Moto Ltd., headquartered in Sofia, has exceptional knowledge and experience in the racing industry as they have catered to the street racing, offroad racing, kart racing, jet ski, and snow mobile markets for many years. Having distribution rights to many major brands, Moto Ltd. 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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