



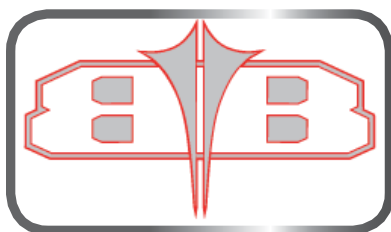
PRESS RELEASE

FOR IMMEDIATE RELEASE

BEL-RAY TO HOST SAN FRANCISCO SUPERCROSS VIP HOMECOMING

January 2009—Bel-Ray Company, Inc., in conjunction with Butler Brothers MX, will host a homecoming hospitality event at Round 5 of the 2009 Monster Energy AMA Supercross Series in San Francisco on January 31.

San Francisco is home to Bel-Ray's Marketing Department, and we plan to do it up right! Bel-Ray dealers, distributors, friends, family and the press are all invited to join the party in the pits before the races. Hosted under the DNA Energy Drink/BTO Sports Butler



Brothers race awning, the event will feature DNA Energy Drinks, catered food, Bel-Ray umbrella girls, free swag, and a great place to hang out and rest those weary feet. Come meet Butler Brothers MX riders Jason Thomas, Bryan Johnson, Brandon Butler, Shaun Skinner, Kyle Keylon and Matt Boni, and don't forget to get your picture taken with the Bel-Ray girls. For more information about Butler Brothers MX please visit their website at www.butlerbrothersmx.com.



And if the excitement of race day wasn't enough, Bel-Ray is partnering with Umbrella Girls USA, the premier agency for motorsports spokesmodels, for a post-race afterparty that promises to be one of the hottest industry parties of the season. Umbrella Girls USA will be launching their 2009 Swimsuit Calendar and girls from the Calendar will be there giving out autographs and taking pictures. The party kicks off at 8 p.m. and will have two levels of social atmosphere, a VIP lounge area, an open bar after 11 p.m. and special merchandise and swag that will only be available at the afterparty. So come by for one of the best parties in the industry! For more information on Umbrella Girls USA, please visit their website at www.umbrellagirlsusa.com.



Bel-Ray, manufacturer of Bel-Ray Super Clean Chain Lube, Bel-Ray Foam Filter Oil and Bel-Ray Thumper 4-Stroke Racing Motor Oil, is proud to be the lubricants of choice for the DNA Energy Drink/BTO Sports Butler Brothers MX Team. See our website at www.belray.com/consumer.

FOR MORE INFORMATION PLEASE CONTACT:

Carter Olcott
Channel Marketing Manager
+1 (732) 938-2421
colcott@belray.com