

TRG TO BROADCAST LIVE FROM THE PITS AT ROLEX 24

Written by
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Daytona Beach, FL —

Known for their innovative ways to engage their fans and sponsors, TRG will be launching an all out multimedia assault for this weekend's Rolex 24 at Daytona.

Broadcasting over the internet LIVE during all 24 hours of the race, the team is undertaking a groundbreaking step in getting the fans behind the scenes. Hosted by Team Polizei's Liz Mozes, the team invites everyone to take part in chat room discussions, featuring live video interaction with drivers, team members, as well as intimately bringing you in to team strategy discussions and pit calls.

TRG's live "PitPass" can be found at:
www.theracersgroup.com/PitPass

As if that wasn't enough, the team will continue their usual assault of Produced video segments and Press Releases, keeping the fans fully aware of what is going on with all five cars.

Starting with the team's video segments, TRG has a dedicated video channel via YouTube made exclusively to show Produced content every four hours. With a hard group of experienced video professionals at the helm, TRG's video segments will show you behind-the-scenes footage, interviews, and summaries with amazing turnaround speeds.

TRG's video recaps can be found at:
<http://www.theracersgroup.com/media/youtube.php>

Finally, of course TRG's traditional press releases will also be updated every six hours, all of which can be found at www.theracersgroup.com

For Team Owner Kevin Buckler, this is exactly the kind of presence that keeps the team in top form. "I'm really proud of all the content we're producing for this weekend's race," stated Buckler. "We have an incredibly strong group of cars and drivers, and whether it be through our live broadcast, our fantastic video segments, or our press releases, I'm happy to engage all of our fans and let them know just what TRG is about."

The race will begin live on SPEED at 3PM EST on Saturday, January 30.

TRG was founded in 1993 and has been competing at the top level of motor racing ever since. The team has the most wins of any team in the Grand-Am Rolex Series with 26, including the 2005 and 2006 Rolex Series GT championship trophy to go along with wins at the Rolex 24 at Daytona and the 24 Hours of Le Mans.

TRG is a manufacturer and distributor of high-performance racing parts. The group specializes in engine and chassis tuning as well as full service professional race car preparation. The company also provides electrical and mechanical engineering services, driver development and arrive-and-drive opportunities. TRG is based in Petaluma, California, near its home track of

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Infiniteon Raceway in Sonoma. The company's NASCAR operation is based in Mooresville, North Carolina and a new state-of-the-art facility is coming on-line at New Jersey Motorsports Park in 2010.

More information and a complete press kit can be found at www.theracersgroup.com. Please contact press@theracersgroup.com or 707-935-3999 for additional information.

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