



For Immediate Release

THE FAMILIES OF DALE EARNHARDT AND JOHN WAYNE COME TOGETHER
FOR A SPECIAL UNVEILING ON THE STEPS OF THE
FT. WORTH LIVESTOCK EXCHANGE BUILDING

“Dale and the Duke” Program Honors Two of America’s Greatest Icons

Ft. Worth, Texas (August 14, 2008) – Taylor Earnhardt and Marisa Wayne Dittaux were guests today of the Ft. Worth Stockyards where Dale Earnhardt and John Wayne were honored as two of the greatest icons in American history. Meant to continue the legacies of both men, the “Dale and the Duke” program paired these legends together for the first time ever as part of the Legends Series that recently saw country music great Johnny Cash grace the hood of Earnhardt’s famous No. 3 Chevrolet.

“Dale and the Duke” was unveiled in dramatic fashion following a cattle drive down the streets of the famed Ft. Worth Stockyards. Featuring Wayne and Earnhardt’s names and likenesses on the sides and hood of the car, this is the second edition in a multi-year series that will continue the legacy of Earnhardt by teaming him up with other iconic American personalities.

Taylor Earnhardt, Dale’s daughter and western barrel racing champion, and Marisa Wayne, John Wayne’s daughter, spoke at the Livestock Exchange Building where Eddie Gossage, president of Texas Motor Speedway, and Mark Dyer, president and CEO of Motorsports Authentics, were both present. Hollywood star Buck Taylor, who grew up idolizing John Wayne, was also present at this special event.

Earnhardt, who won seventy-six Cup races and a record-tying seven championships, was a real-life cowboy. He is considered by millions of fans to be NASCAR’s John Wayne due to his highly aggressive driving style and down-to-earth, all-American personality. Known throughout his career as the “Intimidator,” Dale Earnhardt had a rough and rugged demeanor and a great love of his family and his country.

“My dad was a huge fan of John Wayne and I know he would be proud to be sharing his race car with ‘The Duke.’ Both of them were true American ‘cowboys.’ relentless in overcoming the challenges in which they faced with a style and swagger that made us all want more. This is a real honor as we celebrate the legacies of these two great American Heroes and continue their legends,” said Taylor Earnhardt.

An Academy Award and Golden Globe Award-Winning Actor, John Wayne was a legend of Hollywood. He was named one of “The 50 Greatest Screen Legends” by the American Film Institute and is commonly known as the “Greatest Cowboy Star of All Time.” Nicknamed “The Duke,” Wayne referred to himself as “the stuff men are made of.” He epitomized rugged masculinity and is remembered as a tough, no nonsense man – very similar to how Earnhardt’s millions of fans remember the seven-time NASCAR Cup Series Champion.

“I’m proud and honored to have my father teamed up with a fellow American icon like Dale Earnhardt,” Marisa Wayne said. “John Wayne and Dale were great heroes to many people and the ‘Dale and the Duke’ program helps celebrate their legacies as great Americans.”

Motorsports Authentics, through its Action Racing Collectables die-cast brand, will be offering a collectible version of the limited edition No. 3 Dale Earnhardt/John Wayne car. Pre-orders are being taken on goracing.com, nascar.com and at Motorsports Authentics authorized dealers nationwide. Chase Authentics, the authentic trackside apparel of NASCAR, will also offer Wayne and Earnhardt fans an opportunity to express their love of both men through an array of apparel items such as hats, t-shirts and twill jackets.

“Dale Earnhardt was our John Wayne in the sport of NASCAR. Both were bigger than life as American heroes, and truly unforgettable,” Mark Dyer said. “The families of Dale & The Duke have honored us to have the opportunity to bring them together in this memorable program.”

In support of Thursday’s unveiling, Texas Motor Speedway is offering race fans an opportunity to be among the first to receive their very own die-cast replica of “Dale and the Duke.” 333 specially designed pre-production die-cast collectables will be made available to fans who visit the TMS ticket office beginning at 9:03 CT Saturday, Aug. 16, and purchase four frontstretch tickets for November’s Sprint Cup Series race. Fans at the Speedway will also be part of the audience for the “NASCAR Collector” show on SIRIUS Satellite Radio as it broadcasts live from the speedway from 6-8 am CST. Additionally, QVC will be the first to feature “Dale and the Duke” on its “For Race Fans Only” show, set to air from 8 p.m. – 9 p.m. EST Friday, Aug. 15.

About Motorsports Authentics, Inc.

Motorsports Authentics, Inc. is the leader in the design, promotion, marketing and distribution of licensed motorsports merchandise. The company’s products include a broad range of motorsports-related die-cast replica collectibles, apparel, souvenirs and other sports-inspired memorabilia. Motorsports Authentics markets and distributes product through a variety of channels including their Authorized Dealer network, the Racing Collectables Club of America (RCCA), QVC, GoRacing.com, Trackside at racing events, direct corporate promotions, mass retail and department stores, specialty dealers and select online retailers. For more information about Motorsports Authentics, please visit the Web site at www.motorsports-authentics.com.

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