



For Immediate Release:

Colorado Springs, CO September 25, 2007 – RIDE Motorsports drives for Breast Cancer Awareness at the XRRR US Finals in Colorado Springs.

RIDE Motorsports announces Breast Cancer Awareness as their Title Sponsor for the September 29th XRRR US Finals in Colorado Springs, CO. Being the only all female team competing in the XRRR, RIDE Motorsports made the decision to dedicate this race to a great cause:

Every three minutes another woman in the United States is diagnosed with Breast Cancer. An estimated 178,480 new cases of invasive breast cancer are expected to occur among women in the United States during 2007. An estimated 40,460 women will die from breast cancer. In addition to invasive breast cancer, 62,030 new cases of in situ breast cancer are expected to occur among women in 2007. Of these, approximately 85 percent will be ductal carcinoma in situ (DCIS). – American Cancer Society

“I’m happy to donate the RIDE Motorsports Title Sponsorship and the hood advertising space on the RIDE Racer to Breast Cancer Awareness,” Stated RIDE Motorsports owner Tom Guaraldo, “We have a great opportunity to shine the fan and media attention given to our team at the XRRR Finals towards a good cause.” The RIDE Motorsports racer will feature a 24 inch by 13 inch Pink Ribbon on the hood of the car with wording “Breast Cancer Awareness” within the ribbon (donated by A-N-T Graphics). This will join the RIDE Motorsports’ already pink color and black color scheme seen on the remainder of the racer. The XRRR US Finals will be held on September 29th, two days before the start of October, National Breast Cancer Awareness Month.

RIDE Motorsports would like to thank its sponsors for their backing in this decision: Toyo Tires, Ramsey Winch, Rock Ware, Road Armor, Superior Axle & Gear, Flatiron Fab, Crane Hi Clearance. SOR4x4.com, Engine Ice, Tom Wood Drive Shafts, GetItDirtyOffroad.com, K&N Filters, Fox Racing Shox, SPY Optic, Rock & Roll Offroad, Howe Steering, Dynatrac, and OX.

Come meet the RIDE Motorsports team at 4 Wheel Parts during Tech Inspection on Friday, September 28th from 3:00-6:00PM and cheer on the team at the XRRR Finals at RAM Off Road Park on Saturday, September 29th starting at 9:00AM.

For more information, visit the RIDE Motorsports website: ride-motorsports.com or contact RIDE@RIDE-Motorsports.com