



## **Race-Boots.com supports Bradley Smith**

**London, United Kingdom 22nd, August 2007** – Fyshe Limited through its trading business Race-Boots.com has entered into a partnership with English MotoGP racer Bradley Smith in his quest to win the 125 cc World Championship. Bradley, who races for the Repsol Honda team, became the youngest British rider to finish on a grand prix podium after his third place in the French Grand Prix in May.

In order for Bradley to perform at the highest level he must maintain fitness levels through a dedicated training programme developed in conjunction with specialists at his Repsol Honda team. Hours of cycling, gym work, and aerobic exercise is enhanced by a careful eating regime. Fyshe will be supplying Bradley with adidas cycling, training and other apparel and equipment in support of this important part of his race preparation.

In addition, Bradley is the first MotoGP competitor wearing adidas Techfit apparel under his race leathers. adidas Techfit products improve joint alignment, muscle balance, and posture plus link key muscle groups together to maximize power generation. For further information on adidas Techfit apparel go to [www.race-boots.com](http://www.race-boots.com) click on the adidas link and then click on the adidas Techfit icon.

Chris Nurse of Fyshe said, “*Bradley is a dedicated young man who has already demonstrated his ability to compete at the highest level in the world of MotoGP. It is a pleasure to work with such a fine athlete and play a small part in helping him to achieve his potential.*”

Bradley Smith said “*It’s obviously an honour to be able to associate myself with Fyshe Limited, Race-Boots.com and Adidas, Its great to know that your hard work is not going unnoticed and now as well as feeling good about my training I can look good as well.*”

### **About Fyshe Limited**

Fyshe Limited is a strategic sports marketing and sponsorship consultancy, which for a range of clients articulates the opportunities and threats of sponsorship investment. Maximum value is realised from sponsorship packages through the use of innovative investment strategies, and creative marketing techniques.

Fyshe is best known for its work in the motor sport arena and has diversified into motor sport safety technical development and marketing, but also works across a range of different sporting activities, including tennis and golf.

Fyshe is the motorsport partner of leading sporting goods brand adidas.

For more information, visit [www.fyshe.com](http://www.fyshe.com) or contact:

Chris Nurse – Fyshe

Nick Harris – Nick Harris Media Communications

Tel: +44 (0) 207 585 1430

Tel: +44 (0) 1865 882680

Email: [info@fyshe.com](mailto:info@fyshe.com)

Email: [nick@nick-harris.co.uk](mailto:nick@nick-harris.co.uk)

...Ends...