



Race-Boots.com supports Sam Abay

London, United Kingdom 20th, March 2008 – Fyshe Limited through its trading business Race-Boots.com has entered into a partnership with Australian racing driver Sam Abay in his quest to win the prestigious British Formula 3 championship. Sam will race for Race-Boots.com supported Carlin motorsport, three times winners of the British Formula 3 championship.

Sam finished eighth in last years competitive Formula BMW UK championship. Prior to that Abay competed in Formula BMW Asia, where he finished runner up in the 2006 championship following 15 podiums and five race wins.

Sam will follow in the footsteps of fellow countryman Mark Webber when he lines up at Oulton Park this weekend for his first British F3 race. Webber is one of many F1 stars who learnt their race craft in British Formula 3.

Fyshe will be supporting Sam through the provision and supply of adidas racing equipment including race wear and race-boots.

Chris Nurse of Fyshe said, “ *Sam has made great progress in is racing career to date. We are pleased to be helping him as he embarks on the next important stage in his quest to achieve racing success at the highest level*”.

Sam Abay said“ *I’m thrilled to have the support of Race-Boots.com and adidas for my debut season in British Formula 3. It’s fantastic to have a partner with such a rich history in our sport and I’ll be wearing the three stripes with tremendous pride.*”

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 equipment 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 or contact:

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