



adidas supported team wins Miami Grand Prix

London, 27th March 2006 – The Alex Job Racing / Emory motorsports Porsche powered Crawford, finished first at the Miami Grand Prix staged at the Homestead Miami Speedway. Driven by Long and Rockenfeller and with support from adidas, who have just returned to motorsport with the launch of the Feroza Elite race boot. The Miami Grand Prix sponsored by Crown Royal Reserve was round three of the Grand American Rolex Series.

Mike Rockenfeller started the number 23, Alex Job Racing, adidas supported, 10th and M Seafoods /Porsche/Crawford from the pole position only to lose the lead going into the first turn as a result of an over exuberant competitor. The young German believed that the 39 car had jumped the start. When the series officials did not black flag the 39, Rockenfeller put his head down and passed for the lead just 14 laps later.

Once in the lead the duo of Long and Rockenfeller were only shuffled back in the order following pit stops. Strategy played heavy on the team's success, team technical director Mike Evans called a near perfect race from pit lane, leaving the drivers with fresh tires at the end to post the first win in Daytona Prototypes, first win overall for the team as well as the Porsche/Crawford combination.

Team owner Alex Job commented: ***“We had perfect strategy today; Mike Evans really called a great race in the pits. Mike and Patrick ran a flawless race, really never putting a wheel wrong all night. The pit stops also went like clock work. At the end we had fresher tires than the 39 and 01 to take our first win in the Daytona Prototype series. We won the pole, ran the fastest race lap and won the race – it really doesn't get any better than that in racing.”***

Chris Nurse from Fyshe, the worldwide distributor for the adidas Feroza Elite said: ***“The team worked together like clock work with everybody playing their part in achieving this richly deserved success. The car set the pole position lap and consistently led the field through the race to finish first. That's what I call a good day at the office”.***

...ends...

Fyshe

Images of the race and high-resolution visuals of the product are available on request.

For more information please contact: Stephen Davie on 020 7457 2004

stephen.davie@collegehill.com

Notes to editors:

Adidas Feroza Elite race boot

Further information on the adidas Feroza Elite race boot and details of stockists can be obtained at www.race-boots.com. The adidas Feroza Elite is priced in the UK at £135.72 plus VAT, and comes in two colours black/white and red/black.

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.

www.fyshe.com