

Fyshe

adidas supported team finishes third in Daytona 24 hour race

London, 13th February 2006 – The Alex Job Racing / Emory motorsports Porsche powered Crawford, finished third at this years Daytona 24 hour race. Driven by Luhr, Long and Rockenfeller and with support from adidas, who have just returned to motorsport with the launch of the Feroza Elite race boot, it was a fantastic result for what was essentially a new car. The Daytona 24 hour race sponsored by Crown Royal Reserve and Rolex is one of the world's most demanding endurance contests making this a remarkable success.

Chris Nurse from Fyshe, the worldwide distributor for the adidas Feroza Elite said: ***“This was a great day for the team with a car that had always shown real pace but had not been proven in competition. The car set the pole position lap and consistently led the field through the race, so the potential is clear. We are delighted to have been able to support team and know that victory was only taken away from them by a few minor problems.”***

Team owner Alex Job commented: **“The speed we showed in the race was a result of the right chassis and engine combination, good strategy, a strong team preparing the car, the strongest combined driver lineup and we never really missed a beat except for two minor technical glitches. This was one of the most important races in our team's history, it was the first time that we have run in the prototype category with the chance at an overall victory.”**

The race finished on the 29th January 2006. The team was sponsored by Shred-it; the world's leading on site document destruction company and XM Satellite Radio Vici Racing. The team also featured partners adidas, Bell Micro, Florida Choice Bank, 10th and M Seafoods, ProVest, BBS and charity Limbs for Life.

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

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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