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Contact: Mike Ewing
Phone: (714) 338-8883
Email: mike@greatrace.com
URL: www.greatrace.com

Hotrodhotline.com to host "Deuce Week West" During Great American Race 2007

ORANGE, CALIFORNIA, March 15, 2007 - Great Race has announced that hotrodhotline.com will be the Title Sponsor for the second week of the 25th Anniversary Great Race, beginning in June 2007. Hotrodhotline joins a fleet of sponsors, including Ford Motor Company, Interstate Batteries, Coker Tire, Qualcomm and Racing Electronics, signing on to participate in the milestone Great Race.

Hotrodhotline's Deuce Week West is a one-week rally for hot rods, street rods, classic cars and muscle cars, taking place during the second week of the two week-long Great American Race 2007. Deuce Week West begins in Irving, TX on July 8 and will finish in Anaheim, CA on July 14, 2007.

Jack Lawford, Founder of Hotrodhotline, is planning on joining Great Race for Deuce Week West in July. "The Great Race is one of those landmark events that has always been on my "to do" list ... so we are really looking forward to bringing the Hot Rod and Great Race communities together for a great time this summer."

"We're excited about our partnership with Hotrodhotline.com," said Bill Ewing, CEO for Rally Partners, Inc, the event organizers. "Hotrodhotline has created a tremendously loyal community of enthusiasts that are passionate about their cars. The "Hotrodhotline Deuce Week West" event provides a special occasion for those fans to come together and celebrate the 75th Anniversary of the 1932 Ford V-8, "Deuce" during the Great Race."

2007 marks the 75th Anniversary of the iconic Hot Rod 1932 "Deuce." In honor of the celebration, Great American Race 2007 has been expanded to include two, special one-week events, DEUCE WEEK EAST and DEUCE WEEK WEST, running concurrently with the Great Race and

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featuring '32 Fords of all configurations as well as hot rods, street rods, muscle cars and classics of any make and era.

In what is being billed as the world's longest '32 Ford Celebration, Great Race will begin on June 30, in Concord, North Carolina and will finish 14 days, and 4,000 miles later, on July 14, in Anaheim, California. A field of up to 100 classics, all manufactured in 1969 or earlier are eligible to participate.

"We invite all '32 Deuce owners and enthusiasts of any mark to join us in this driving celebration of one of the most significant automobiles of all time", said Ewing. "The Great Race will not only feature '32 Deuce's, but classics, hot rods, and muscle cars of all makes, reflecting a dream of many enthusiasts to drive their favorite car across America."

GREAT RACE is a recreation of the legendary "Greatest Auto Race" of 1908 that raced around the world from New York to Paris. For the past 24 years, GREAT RACE competitors in their favorite automobiles have raced over some of the most scenic roads in North America in a race of time and endurance. What was originally created to provide enthusiasts with an opportunity to drive their classic cars has become an American institution, attracting competitors from all over the world. Fans of all ages attend GREAT RACE events to meet the competitors and view the timeless machines that annually take to the highways in the ultimate automotive adventure.

GREAT RACE will go international in 2008 when it celebrates the Centennial of the 22,000-mile "Greatest Auto Race", an around-the-world race that ran from New York to Paris in 1908. "GREAT RACE WORLD 35,000 km New York to Paris" features alternative-powered automobiles and classic cars in a race around the world from New York to Paris, following much of the same route as the 1908 race. For more information, please log on to www.greatrace2008.com.

About Hotrodhotline:

Founded in 1999 by owners Jack and Mary Ann Lawford, Hotrodhotline.com has grown from its beginnings as a "Cars for Sale" site to become the largest online magazine in the field, with over 1 million page views daily. The focus at Hotrodhotline.com is on providing an online source of information and entertainment for pre-1976 car enthusiasts. HRHL features Industry and Product News, Cars

for Sale, Product and Vendor Information, Shop Tours, Build Articles and coverage of Car Shows from around the world. Recently, HRHL added a new dimension with a comprehensive "knowledge based" technical department, called the Hot Rod M.D.

About Rally Partners, Inc.

For 24 years, the GREAT RACE has delivered family entertainment and community events in more than 900 cities in North America. Rally Partners, Inc., the event organizers, is focused on bringing experiential automotive events to consumers both nationally and internationally through GREAT RACE events. Jack Roush, one of NASCAR's leading team owners, and Corky Coker, CEO of Coker Tire, are two members of the Rally Partners organization. For more information, visit www.greatrace.com.