

## Best In The Desert's Vegas to Reno Race Coverage

December 5, 2009 – Sopwith Motosports today confirmed that its popular off-road desert racing show, Bully Dog Best in the Desert TV, will premier exclusive television coverage of this year's Vegas to Reno race on Monday, December 7 on The Outdoor Channel. The 2009 Vegas to Reno event, nicknamed "The Long Way", is the longest off-road race on American soil, chewing up more than 1,000 miles of the Nevada desert.

Bully Dog Best in the Desert TV is off-road desert racing's most widely televised, full-season television series, offering an up-close-and-personal view of the sport by profiling several race teams during each 30-minute documentary-style episode. The Vegas to Reno episode will air three times next week on The Outdoor Channel, including prime time airings on the west coast.

The Outdoor Channel

For additional listing information, visit: <http://www.outdoorchannel.com/Schedule.aspx>

Terrible's 250  
7:00 PM ET  
Monday  
November 30

Vegas to Reno  
4:00 & 7:00 PM ET  
Monday  
December 7

Vegas to Reno  
1:30 AM ET  
Tuesday  
December 8

"Getting prime time west coast slots was really critical for our audience," said Stephen Cox, Sopwith Motosports CEO and executive producer. "Best in the Desert has the best full-season TV package ever assembled for a desert racing series."

Additional episodes of Bully Dog Best in the Desert TV will air in December on both Fox Sports Network and the America One Sports Network, a syndicated broadcast service. Check your local listings for air dates and times. Visit <http://www.americaone.com/watch/> to find affiliate stations.

The complete 2009 season of Bully Dog Best in the Desert TV will be available on DVD from Sopwith Motosports later this year.

About Bully Dog Best in the Desert TV, presented by Torchmate.

Produced by Sopwith Motosports ([www.sopwithmotosports.com](http://www.sopwithmotosports.com)), in cooperation with Best in the Desert Racing Association ([www.bitd.com](http://www.bitd.com)), Bully Dog Best in the Desert TV offers a documentary-style look at off-road desert racing, bringing audience members into the race rather than keeping them on the sidelines as spectators.

Best in the Desert TV's title sponsor is Bully Dog Technologies ([www.bullydog.com](http://www.bullydog.com)), well-known makers of exhaust systems, engine management systems and high performance products for trucks. Bully Dog also sponsors the Bully Dog/Speed Technologies race team and has been a long time supporter of off road racing in all its forms.

Torchmate Cutting Systems ([www.torchmate.com](http://www.torchmate.com)) is the presenting sponsor for the 2009 broadcast Vegas to Reno Race Coverage Will Premiere On The Outdoor Channel On Monday

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season. Torchmate's brand is in constant demand by chassis makers and fabricators throughout the off road racing community because it reduces metal consumption, provides a superior cut and saves money. Torchmate also directly supports desert racing by fielding truck #7231 in all Best in the Desert races.

Associate sponsors for Best in the Desert TV include Drench H2O Water, EVO Positive Energy Drink, and PrerunnerManiac.com, the free online magazine for off-road racing enthusiasts.

About Sopwith Motorsports

Sopwith Motorsports Ltd. ([www.sopwithmotorsports.com](http://www.sopwithmotorsports.com)) produces motorsports programming for national television networks and provides production services to many of off-road racing's premier companies and sponsors, including Bully Dog Technologies, Torchmate CNC Cutting Systems and Mastercraft racing seats. Sopwith CEO Stephen Cox is a racecar driver and television host for auto racing events on NBC, Fox Sports, Outdoor Channel, HD Theater and ESPN2. For more details visit [Sopwith Motorsports TV Listings](#)