

Sopwith Motorsports Named Official Media, Sponsor of TROPHYLITE Racing

The TROPHYLITE Race Series has entered into a new agreement with Sopwith Motorsports Television Productions that will ensure TV coverage at several of its 2010 events and enhance series publicity and marketing value.

TROPHYLITE racing will be featured in the upcoming broadcast of the Blue Water Resorts & Casino Parker 425 Presented by General Tire, to be aired on Fox Sports Network on April 15th at 4:30 pm ET. Additional television coverage of the TROPHYLITE series will be aired on Fox Sports for the Silver State 300 and the Henderson Fabtech Desert Classic later this season.

Sopwith is also making available a variety of media services to TROPHYLITE race teams including individualized television coverage, DVD fulfillment and on-board camera systems at all 2010 events.

“We really want to support the grass roots level of off-road desert racing and no series represents that better than TROPHYLITE,” said Sopwith Motorsports CEO Stephen Cox. “General Tire sponsors Sopwith’s TV shows as well as the TROPHYLITE series. We work at a lot of the same venues as TROPHYLITE, too. This was a natural fit and we’re very proud to bring television coverage to the series.”

The next TROPHYLITE race is the Silver State 300 at Alamo, Nevada, on April 24th.

ABOUT SOPWITH MOTORSPORTS:

Sopwith Motorsports Ltd. produces motorsports programming for national television networks and provides production services to many of off-road racing's premier companies and sponsors, including Ford Motor Company, 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.

ABOUT TROPHYLITE:

TROPHYLITE is an affordable spec racing concept focused on providing the average off-road enthusiast the chance to step from the sidelines into the driver's seat of state of the art purpose built off-road race trucks. TROPHYLITE offers not only a very affordable high performance spec race truck, but also the chance to compete in the 2009 General Tire TROPHYLITE Series where TROPHYLITE drivers will be able to race against other TROPHYLITE drivers for prize money and points towards a year end championship.