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RACING CHAMP PARTNERS WITH PRIMATE

Camping World Truck Series competitor Mario Gosselin reveals No. 12's snazzy paint scheme for new sponsor MyTireMonkey.com at Talladega

TALLADEGA, Ala. – Oct. 21, 2009 – NASCAR driver Mario Gosselin has showcased a beer brand, barbecue sauce and even an investment company. But come October 31, Gosselin's No. 12 Chevrolet Silverado will zip around the Talladega Superspeedway with a smiling primate on the hood, a blur of orange and brown paint breezing toward the NASCAR Camping World Truck Series finish line.

The Alabama race marks the official start to a partnership between Gosselin's DGM Racing team and primary sponsor MyTireMonkey.com, a leading online tire superstore offering the Internet's lowest tire prices. On Thursday, October 29, at 3 p.m., SPEED Channel will capture the unveiling at the track. Dressed in monkey costumes, Gosselin's young daughters, Megan and Madison, will assist as his team whips the cover from the No. 12 pickup and reveals a colorful new racing theme destined to capture audience attention.

Gosselin, a three-time ARCA RE/MAX Series winner and two-time USAR Pro Cup Series champion, describes the fresh look and sponsorship as "a great fit."

"The whole truck's paint scheme is designed toward MyTireMonkey.com," said Gosselin, of Lake Wales, Florida. "It's a new sponsor coming into the sport to a team that I feel really deserves it. We've been working hard, and we can perform. This is the piece of the puzzle that we've been missing."

Although DGM Racing competed in a handful of Camping World Truck Series races last year in a quest for sponsorship, the support of MyTireMonkey.com has granted the team its first chance at blazing through the complete 25-race series circuit.

"We're a starting team in the Camping World series, and this is like a dream come true," Gosselin said. "This is what this young racing team needed to go forward, to be able to go to the races and have the funding that we need to compete."

Launched in December 2008, MyTireMonkey.com is a relatively new entry to the corporate starting line. But with 1,500 dealer locations and nearly 90 independent distribution centers scattered across 48 states, the Edenton, North Carolina-based startup is quickly expanding operations and revolutionizing the way customers regard the online tire-buying process.

Through the MyTireMonkey.com Web site, customers select their tires, choose a participating service center for tire delivery and schedule an installation appointment. Because MyTireMonkey.com takes advantage of existing distributor-dealer relationships and connects consumers with regional tire warehouses and neighborhood service

centers, tire installation often happens within 24 hours of the purchasing date. No cross-country deliveries also means free shipping and considerably cheaper tire prices than those offered by competitors.

“Where we’re different is how we’re using the local supply chain and improving collaboration between all parties,” said Tully Ryan, MyTireMonkey.com president and CEO. “Together, we’re improving the consumer experience and getting the work done much faster and cheaper.”

It’s this dedication to advancing the tire buying experience while still supporting local business that compelled Gosselin and his team to seek MyTireMonkey.com sponsorship.

“Finally we found what we’re looking for, and we’re really excited,” Gosselin said. “We’re really excited about MyTireMonkey.com and doing a great job for them. We just can’t wait to get started.”

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