



FOR IMMEDIATE RELEASE

G&G MOTORSPORTS TAPPED BY INDYCAR

LANHAM, MD – January 31, 2011 – G&G Motorsports, a division of G&G Outfitters, Inc., announced it has added INDYCAR to its portfolio of sports licenses. This license grants G&G Motorsports the ability to produce branded premiums, promotional products and retail merchandise for the IZOD IndyCar Series, Firestone Indy Lights and Indianapolis Motor Speedway.

Over the past decade, G&G has quickly become the leading promotional licensee in all of motorsports and is NASCAR's longest tenured promotional licensee. By tapping G&G as its new promotional licensee, INDYCAR is drawing on G&G's leadership and experience within the motorsports community to provide its series, drivers, race teams and individual league sponsors with targeted activation and promotional programs that will further enhance the growing popularity of open-wheel racing in North America.

“Our Motorsports Division is poised to draw on its unparalleled expertise in the motorsports arena,” says Executive Vice President, Rich Gergar. “We intend to bring an integrated approach of best marketing practices, branded merchandise solutions, dedicated account management, innovative event sponsorship, and activation plans so that INDYCAR continues its progression to become the leading household name in racing,” he adds.

“INDYCAR is very excited about the opportunity to work with G&G,” said Terry Angstadt, president of INDYCAR's commercial division. “It is a well-respected organization that has proven it knows our space well while bringing a high level of expertise to the table. We're looking forward to tapping into its assets and developing programs that benefit the entire INDYCAR family.”

As INDYCAR embarks on its 15th season and the IZOD IndyCar Series remains the fastest, most versatile racing series in the world, G&G strives to provide INDYCAR, their teams and sponsors with high quality merchandise that delivers impactful and measurable results.

About G&G Outfitters, Inc.

G&G Outfitters is a premier full service in-house provider of branded merchandise and marketing solutions. Marking its 20 year anniversary in 2010, G&G Outfitters continues to successfully produce branded merchandise to some of the world's leading corporations. Motorsports sanctioning giants such as NASCAR and INDYCAR as well as other high profile leagues such as the NFL and NHL look to G&G for the best event and sponsorship activation programs. For more information of the services and capabilities of G&G, please visit www.ggoutfitters.com.

About INDYCAR

INDYCAR was formed in 1994 to preserve the heritage and excitement of the Indianapolis 500 in U.S. open-wheel racing. INDYCAR is the governing body of the IZOD IndyCar Series, the premier open-wheel racing series in the United States, and Firestone Indy Lights, which serves as an essential stepping stone for drivers and teams striving to reach the IZOD IndyCar Series and the Mazda Road to Indy, a development ladder system for career-minded drivers who wish to compete in the IZOD IndyCar Series. INDYCAR events are available to a worldwide audience through a variety of multimedia platforms, highlighted by long-term and broad-reaching partnerships with ABC and VERSUS. INDYCAR is continually at the forefront of motorsports innovation with drivers, teams and tracks benefiting from major safety and technological improvements such as the SAFER Barrier, SWEMS wheel tethers, chassis enhancements, ethanol fuel and the Holmatro Safety Team.