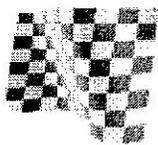


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Tailwind Sports Names Bill Korbus Vice President

(Mooresville, NC) Tailwind Sports, a national sports marketing agency, has hired marketing veteran Bill Korbus as a Vice President for the company. Korbus will head new business efforts for both the motorsports and cycling divisions. Korbus will be based in the Mooresville, NC office.

Korbus brings 15 years of motorsports marketing planning, execution and sponsorship integration experience to Tailwind Sports. Most recently, Korbus was the Director, Commercial Partnerships for the NASCAR and CART teams of PPI Motorsports. Among his many accomplishments, Korbus was formerly the senior manager of Motorsports Alliances for McDonald's and was responsible for all facets of their global motorsports involvement in NASCAR, CART, NHRA, and F1. He was also an Account Supervisor at Campbell & Company handling strategic planning and national dealer promotions for Ford Motor Company.

"We are very excited to have someone with Bill's experience join our team," said Cindy Sisson, Managing Director of the motorsports division. "I have admired his work for many years and his understanding of integrating sponsorship programs will be a tremendous asset to our company."

"I have great respect for Cindy Sisson and the quality work that they do here at Tailwind Sports," said Korbus. "The opportunity to combine forces and help add to the high profile accounts this agency manages was the professional challenge I was looking for. This is an exciting time for both the motorsports and cycling industries here in the United States, and as the leaders in these areas, I am looking forward to working with everyone here and continuing to build innovative marketing programs."

The motorsports division of Tailwind Sports handles major marketing, hospitality and public relations programs in NASCAR, Formula One, CART and the IRL. Some of its clients include Nestle, ConAgra and International Trucks. The cycling division of the company owns and manages the U.S. Postal Service Pro Cycling Team, which features Lance Armstrong.

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