

ATTENTION:

SPORTS EDITORS AND MOTORSPORTS EDITORS

MEDIA RELEASE - For Immediate Release.

SR MOTORSPORT ANNOUNCES NEW SPONSORSHIP AGREEMENT

Shah Alam, Malaysia - Wednesday May 5th., 2009 ... At a Press Conference held today in conjunction with the Malaysian International Halal Showcase 2009, SR Motorsport announced a new title sponsor for this year's Malaysian Rally Championship (MRC).

The Malaysian Iranian Corporation, exclusive representative of the ISTAK brand of non-alcoholic Halal-certified malt beverage, will use the exposure gained from international rallying to promote its product, which is new to the Malaysian market. A fully branded SR Motorsport Subaru Impreza STi will be on display at the M.I.C Sdn. Bhd. booth at MIHAS from today until May 10th. This will be followed by a number of roadshows to be held around Malaysia featuring one of the team's cars and its #1 driver James Russell.

Speaking at the Press Conference, Mr. Mahdi Bagherian, Managing Director of the Malaysian Iranian Corporation said "We are excited by the potential of promoting our product via the motorsport world, as this is truly a drink where it is 100% safe to drink and drive. The business association with SR Motorsport" he continued "will allow us to explore many opportunities in Malaysia, Iran and worldwide. This is just a first step. Next we will look at global product promotion via motorsport series such as the Asia Pacific Rally Championship."

In addition, SR Motorsport, which has been actively introducing new Malaysian drivers to the sport of rallying, will, with the help of MIC/ISTAK, be able to take them to the next level by providing assisted entries and competitive cars for use in the MRC.

The agreement concluded today between M.I.C Sdn. Bhd and SR Motorsport goes beyond pure sponsorship. It is very much a Business to Business (B2B) arrangement, with SR assisting with market identification in Malaysia and the promotion of motorsport in Iran.

SR's Managing Director Paul Russell noted "Later this year, at the kind invitation of M.I.C Sdn. Bhd. key team members will visit Iran to assess the current level of the sport, with a view to suggesting ways to for expansion. This an appropriate way for us to offer our expertise in return for M.I.C's support in Malaysia" he added.

The team will begin its 2009 Malaysian Rally Championship campaign later this month with an event in the northern state of Perlis. The Championship then moves to Johor for the APRC Malaysian Rally 2009, also a round of the Asia Cup, and will conclude with events in Negeri Sembilan and Selangor.

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SR Motorsport's Partners include - MIC/ISTAK, Silverstone Tires, Tetrosyl/Carlube, and CMY Systems.

SR Motorsport has Representatives in Japan, Middle East, New Zealand, South Africa, UK & USA/Canada.

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