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**“ExtenZe Local Heroes” Program Celebrates Those Who Go to
Great Lengths to Make a Difference in Their Hometowns**

***Local Heroes are Invited to be ExtenZe Racing’s Honorary Crew Chief at
NASCAR Sprint Cup Races***

**ExtenZe Spokesman and Two-Time Super Bowl Champion Coach
Jimmy Johnson Kicks Off the Program at Daytona**

STATESVILLE, NC -- Jimmy Johnson, two-time Super Bowl winning coach and Fox Sports broadcaster knows something about champions, and what it takes to be one. That’s why he has joined ExtenZe Racing to announce the ‘**ExtenZe Local Hero**’ program to honor local unsung individuals who have gone to great lengths to make a difference.

“I truly identify with ExtenZe’s commitment to making every man a champion, “says Johnson, who led the Dallas Cowboys to the Super Bowl in 1992 and 93 and is currently a commentator on *Fox NFL Sunday* and the *NFL Pre-game Show*.

“However, there are some men—and women—who have gone beyond and truly made a difference in their hometowns—they have saved lives, put themselves in harm’s way, pushed themselves to their limits and put it all on the line to help others. In this program, ExtenZe will recognize and reward a select group of these **ExtenZe Local Heroes**. I’m proud to be a part of it.”

At each NASCAR Sprint Cup Race, the ‘**ExtenZe Local Hero**’ will be presented with a \$1,000 check and will become Honorary Crew Chief for the day. He or she will have the privilege of sitting on the pit box with ExtenZe Racing Crew Chief Peter Sospenzo, and lending support to Kevin Conway, who will be driving the royal blue and red No. #37 ExtenZe Ford.

(more)

“We at ExtenZe Racing feel privileged to be able to spotlight each of these worthy people and to share some of the excitement of racing with them as a way of saying thank you for their service to the community,” said Conway, who will be vying to become the Raybestos Rookie of the Year. “They will continue to inspire me to do my very best each Sunday.”

To inaugurate and bring attention to the **‘ExtenZe Local Hero’** program, Jimmy Johnson will be the first Honorary Crew Chief. On race day, he’ll make a visit to the Fox broadcast booth to see his colleagues, make a swing through the ExtenZe garage where he will play host to the media in announcing the program, and then climb up on the pit box with Sospenzo.

Fans can check the www.Extenzeracing.com website to learn who has been chosen as an **‘ExtenZe Local Hero’** each week, or can sign on to the blog/twitter feeds for the latest news.

About ExtenZe

ExtenZe is the best selling male enhancement product sold worldwide. It is a proprietary blend of pharmaceutical grade substances to make a revolutionary product for men. Laboratory tested and with no harmful side effects, ExtenZe is the most advanced product of its kind and it can work for men of any age. With more than a billion tablets sold, ExtenZe is now available at Wal-Mart, Walgreens, CVS, Rite Aid, GNC and most major stores. For more information go to www.extenze.com