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**Extenze Racing**  
**...Going the Extra Length for Excellence**

It may be the fun-loving race team and car that are a challenge to talk about because of the sensitive nature of their sponsor's product, but make no mistake, Extenze Racing is in the NASCAR Sprint Cup Series for the long haul.

People ARE talking about the No. #37 Ford because of its brash use of double entendre slogans, and willingness to be up front about male enhancement. In sponsoring The Extenze Racing Team, Extenze--the best selling male enhancement product sold worldwide--is making a big move into motorsports as a way to embody its mission to "go the extra length for excellence."

"While we are very serious about winning and making our mark in NASCAR, Extenze Racing is fortunate to have a sponsor that knows the value of having a little fun," says Robert Wilhovsky, Director of Extenze Motorsports Marketing. "We intend to surprise people on and off the track."



Sitting in the driver seat for the royal blue-and-red Extenze Ford will be 30-year-old Virginia native Kevin Conway, who will be gunning for the 2010 NASCAR Sprint Cup Raybestos Rookie of the Year. Conway is stepping up from the Nationwide Series, where he was behind the wheel in 12 races for Extenze last season and raced a limited schedule in 2007 for Joe Gibbs Racing. Conway has also raced in NASCAR West and the Camping World Truck Series. In November, 2009 at Phoenix International Raceway Conway attempted to qualify in all three NASCAR series -- NASCAR Sprint Cup Series, NASCAR Nationwide Series and NASCAR Camping World Truck Series.

**(more)**

Conway will be aided in his pursuit of the coveted Rookie of the Year title by crew chief Peter Sospenzo, 53, who helped Penske Racing become a dominant two-car team with drivers Rusty Wallace and newcomer Jeremy Mayfield. Sospenzo has also been at the side of Joe Nemechek, Robby Gordon, Michael McDowell and a number of other NASCAR favorites. Sospenzo made his debut in the Cup garage in 1979 and spent time with some of the best teams in the sport, including Earnhardt-Ganassi, Hendrick, Michael Waltrip Racing, Penske Racing and others. He has three wins with Mayfield at Penske Racing and one more win with Nemechek as crew chief while at the former Ginn Racing.

“I am excited and confident this year, with the great team we have assembled and ExtenZe as our sponsor,” said Conway, who will make his first 2010 start at the Auto Club Speedway in Fontana, CA for the Auto Club 500. “I’m proud to be with a sponsor that believes in excellence and commitment, and wants to also acknowledge those qualities in others through our ExtenZe Local Hero program. This program will honor individuals who have saved lives or made a major difference in their community.”

In addition to committing to a the full slate of NASCAR Sprint Cup races this year and the **‘Extenze Local Hero’** program, race fans will also discover ExtenZe Racing’s sleek and sexy merchandise stores popping up around the country with the first in the Charlotte area at Concord Mills Mall, in Concord, North Carolina.

Alteril, the all natural sleep aid, will also be a sponsor on the ExtenZe No. 37 Ford in 2010.

“As the new guys on the block with Sprint Cup, we see ExtenZe Racing as the little team looking to grow bigger,” says Wilhovsky. “We encourage people to join our expanding fan base.”