



FOR IMMEDIATE RELEASE:

**Contact: Adam Colborne 336-339-0858
Adam@exclaimracing.com**

**Jim Llewellyn 323-810-7685
JLMediaRelations@gmail.com**

**Jimmy Johnson Will Step Into Role as Honorary Crew Chief for
ExtenZe Racing at Daytona**

***As New Spokesman, Two-Time Super Bowl Champion Coach and Fox Sports
Broadcaster Goes the Distance for ExtenZe and Its Race Team***

Statesville, NC (February 9, 2010) --Jimmy Johnson is joining ExtenZe Racing, the team that goes to great lengths for excellence! No, not the four-time Sprint Cup champion *Jimmie* Johnson, but the two-time Super Bowl champion and *Fox NFL Sunday* host.

The newly named ExtenZe spokesman and star of the male enhancement brand's upcoming commercials will be on hand at Daytona International Speedway on Sunday, Feb. 14, the day of the Daytona 500.

Johnson will be there to announce an exciting new NASCAR-wide community relations program that ExtenZe will sponsor and to be Honorary Crew Chief for the day, sitting atop the pit box, cheering on the ExtenZe sponsored No. 37 Ford.



"We are thrilled to have Jimmy Johnson join our team for both raceday and as a product user and spokesman. Jimmy is a true champion and leader, one of the most recognized and admired people in sports today," said ExtenZe co-founder Robert Winter. With more than a billion tablets sold, ExtenZe—now available in Wal-Mart, Walgreens, CVS, Rite Aid and GNC stores--is the leader in male enhancement products.

NASCAR will also be treated to a Jimmie-and-Jimmy-Johnson photo shoot when the former NFL and college football coach and broadcaster presents Sprint Cup champion Johnson with a \$5,000 donation from ExtenZe for the Jimmie Johnson Foundation.

(more)

With the 2010 Super Bowl in the books, Jimmy Johnson will have a Sunday change of pace enjoying the exploits of the 43 drivers on the asphalt at Daytona International Speedway, instead of the gladiators on the gridiron.

“On Sunday, Crew Chief Peter Sospenzo better watch out because I can’t keep myself from telling him what I think!” said Johnson. “Twenty years as a head football coach and a decade as TV commentator will do that to you!”

Johnson’s career has been marked by stellar achievements and an extraordinarily high standard of excellence at every level. Johnson was the first football coach to win both an NCAA Division 1A National Championship and a Super Bowl. He was only one of six men in NFL history to win back-to-back Super Bowls, the 1993 Super Bowl XXVII and 1994 Super Bowl XXVIII at the helm of the Dallas Cowboys.

In his first five years at the University of Miami as head coach, Johnson compiled a 52-9 record, appeared in five New Year’s Day bowl games, winning one national championship (1987) and losing one to the Penn State Nittany Lions (1986). For two years during his tenure, Miami was undefeated in regular season play.

During his tenure from 1989-1993 at the Dallas Cowboys, Johnson made the team one of the most dominant in the NFL, led the team to the two Super Bowl victories and helped turn the Cowboys into “America’s Team.”

After two years in the broadcast booth as an analyst for Fox Sports, Johnson accepted the head coach’s position at the Miami Dolphins from 1996-1999. He took the team to the playoffs three straight years, advancing the last two, but then retired and went back to broadcasting with FOX.

Today, he appears on both *Fox NFL Sunday* and the *NFL Pre-game Show*. In addition to his duties as an analyst, he writes a column for FoxSports.com and occasionally takes a role on TV (most recent *The Shield*) or in the movies (*The Waterboy*.) Born in Port Arthur, TX, Johnson now lives in South Florida.

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