

# LAFFERTY MOTORSPORTS ANNOUNCES SPONSOR FOR MATT POOLE

*Matt Poole's first race of the season at Hickory Motor Speedway on May 24th, 2008*

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[i]For Immediate Release[/i]

Lafferty Motorsports is pleased to introduce a new associate sponsor for Matt Poole's first race of the 2008 season. Matt will be driving the number 98 Lafferty Performance Chevrolet Monte Carlo in the Street Stock Division on May 24th, 2008. The race will be held at the famed Hickory Motor Speedway in Hickory, NC. The new sponsor will be "Race Track Ladies.com", a San Antonio based website catering to racing fans.

Lafferty Motorsports fields an entry in the NASCAR Craftsman Truck Series, the ARCA Remax Series, as well as Late Models and Street Stocks. Lafferty Motorsports is a subsidiary of Lafferty Engine Creations, a nationally recognized leader in combustion technology. LEC is known for being one of the best engine building companies in NASCAR. Lafferty Motorsports, through the guidance of Chris Lafferty and his crew is giving Matt Poole his introduction into racing through their Driver Development program. Matt Poole is "living his dream" of being a race car driver, with a unique approach to the opportunity. Matt is honoring the memory of loved ones lost. His mother, Peggy Poole passed away from a sudden heart attack in January, 2003. More recently, in May of 2005, one of his dearest friends, Tonya Schultz, was brutally murdered by her husband, who killed her in front of their two young children. After enduring these tragedies in his life, Matt began to actively pursue his dream of racing. He has dedicated any potential race winnings to be donated to the American Heart Association in his mother's memory, and to the Victory Junction Gang Camp in Tonya's memory. The donations will be made on behalf of Matt, and his car owner Chris Lafferty, and his sponsors.

"I'm very excited to have the Race Track Ladies as sponsors for my first race of the season," said Matt Poole. "I'm also excited to be driving the Lafferty Performance Chevy Monte Carlo again for the race. Hickory is such an exciting track, and I'm proud to have another opportunity to race on the same track where so many racing stars got their start. I can't thank Race Track Ladies enough for their support of my racing dream."

"The Race Track Ladies are honored to sponsor Matt Poole in his upcoming race at Hickory Motor Speedway," said Bev Resendez, co owner. "Life is all about making dreams come true and supporting friends who have the courage to follow their dreams. For the past year we have followed Matt's racing career and provided financial support whenever we could, but

now we have decided to take the next big step. No more standing in the shadows. If Matt can place himself on the line, then weâ€™re going stand right beside him. With our sponsorship we are officially bragging to the world that Matt Poole is a winner! He is a driver who places his love for family and friends and his passion for racing hand in hand, that is a perfect match with our companyâ€™s vision and mission.â€•

The RaceTrackLadies.com provides an online community from a woman's perspective for all families who are "at the track and goin' green". Eager to share our love of the sport, our Mom and we sisters teamed up to combine our knowledge of NASCAR along with our good-natured rivalry. We created a helpful, humorous and informative website appealing to all race fans. If you are interested in a diverse angle to the competitive team spirit of racing, feel free to contact us. For more information go to [www.RaceTrackLadies.com](http://www.RaceTrackLadies.com)

Potential sponsors for future races are cordially invited to visit Matt Pooleâ€™s website, [www.crossbowmotorsports.com](http://www.crossbowmotorsports.com), or contact Matt Poole at (410) 251 - 2877. You may also contact Chris Lafferty at Lafferty Motorsports in Concord, NC at (704) 795 - 5375 for more information on how your company can go to Victory Lane with Matt Poole.

<http://www.crossbowmotorsports.com>