

FOR IMMEDIATE RELEASE
CONTACT: (info@trophylite.com)

TROPHYLITE Rolls Into the Future with KMC

Heber, California (September 17, 2007) – TROPHYLITE LLC and KMC Wheels are proud announce that they have agreed to a partnership for the highly anticipated 2008 TROPHYLITE Race Series. The series will now be formally known as the “2008 KMC TROPHYLITE Series.” The 2008 KMC TROPHYLITE Series will be comprised of six races that will challenge drivers and teams in both desert and short course conditions. KMC Wheels has committed an astounding \$25,000 for race and year end points payout. Furthermore, KMC Wheels are the official spec wheel of TROPHYLITE

TROPHYLITE founder and CEO Matt Scaroni commented “We are very excited to have the opportunity to work with a forward thinking company like KMC for the 2008 KMC TROPHYLITE Series. TROPHYLITE and KMC share many of the same philosophies of product quality and marketing, and I see nothing but good things coming for both companies.” With an excess of 60 TROPHYLITE vehicles on order, there will be no shortage of action in the 2008 KMC TROPHYLITE Series.

KMC President Kevin Fitzgerald further added “For us to have the opportunity to enter into this new series of high performance, cost effective race vehicles is real exciting. We look forward to partnering with the Scaroni Family in their new endeavor and to continue working with them in the future.”

Founded in 1982, KMC has risen to become an industry leader in the aftermarket wheel industry. TROPHYLITE has been touted as the “Next big thing in off-road” by many experts because for the first time, off-road enthusiasts will be put into the driver’s seat in an affordable spec racing class.

