



BACKGROUND



Paul Sides began his career in 1992 in the 4 cylinder Mini-Stock division racing in Memphis, Riverside Speedway, in West Memphis, Arkansas and several other local tracks in the Mid-South area. Paul won 36 features along with numerous other top five finishes in 72 nights of competition.

The next year, Paul made the move to Sprint cars, racing his number 11 car to several heat wins and top five finishes. He also competed with his younger brother, Jason, at their home tracks. 1994 featured that elusive first win in Memphis against the top veterans and placed third in points for the season.

After a four year break from racing, Paul returned to Sprint car racing driving the American Sprint Car Series (ASCS) cars owned by brother Jason. It was not long before Paul was back "in the saddle" with several heat wins, a Feature win and top five finishes racing in the ASCS, USCS (United Sprint Car Series) and local circuits. At the end of the 2001 racing season Paul finished fourth in points at Memphis Motorsports Park.

During the 2002 season, Paul carried the checkered flag many times at Memphis Motorsports Park and Riverside Speedway. He also competed in 410 cubic inch races at tracks in Missouri, Indiana and Illinois. He has led heat races and competed head to head with the "cream of the crop" in the sport's most prestigious sanctioning bodies, The Penzoil World of Outlaws. Paul has let spectators experience this fast and furious sport by driving a specially prepared two-seater Sprint car that carries a driver as well as a passenger.



The 2003 season has proven to be one of the best performance seasons to date. Paul has won 3 features, 9 heat races, 18 top ten finishes in 20 starts with 10 top five finishes. One of the feature wins came in a USCS race in

Atwood, TN, where he also won the invitational dash the same evening to gain his first "clean sweep" of the nights events. The second came at Memphis Motorsports Park where he missed claiming the points championship by the slimmest of margins.

For the 2004 season, Paul plans on running the local tracks of Memphis Motorsports Park, Riverside Speedway in West Memphis, AR., while competing in selected ASCS, USCS and World of Outlaw events. Paul's constant companion, wife Deanna, assists in team management duties, t-shirt and promotional item sales.



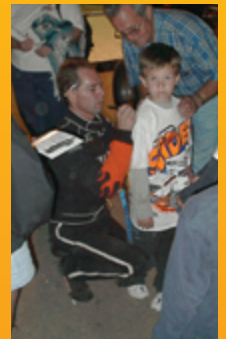
Paul and Deanna (pictured at left) were married in Jamaica on July 1, 1998. They currently have three "children". Chassis is the girl (a Siberian Husky) and her two "brothers" Yela (a really, really old yellow Lab) and Bailey a 4-year old Rotweiler. Deanna is a Recreation Therapist and Paul is employed in the bodyshop business.

WHY ADVERTISE VIA RACING?

For many years, the sport of auto racing has been recognized as one of the top spectator sports in the United States. Sprint Car racing, in particular, is observed to be the fastest growing segment of motorsports in this country. It offers the fans the opportunity to be close to the action and have access to the pits and the drivers.

This past year alone, automobile racing attracted over 60 million people to racetracks all over the country. Millions more followed the sport through magazines and newspapers, the combined circulation of which is the largest of any sports reporting periodicals. It is the tremendous exposure that makes auto racing a truly viable means of reaching a very large segment of the population.

The grandstands at Sprint Car races are well populated with spectators from all walks of life, a large percentage of them bring their entire family to each event. Sprint Car racing offers exciting, easy to understand, competitive entertainment which most spectators can identify with. The fans have an opportunity to watch their favorite driver battle lap after lap, displaying their skills, talents as well as their sponsors' logos. Fans quickly develop an enthusiastic loyalty to a driver and want to share in his victories. Because of this binding that occurs, fans are more likely to support their driver's sponsors.



Over the years, through numerous surveys, race fans have been found to be the most loyal consumers in the country. They will go out of their way to deal with a supporter of the racing community. The Sprint Car community is one of the tightest knit communities many have ever seen.

Sprint Car racing is the most exciting form of advertising utilized today. Many companies, both large and small, are taking advantage of this affordable and cost effective means of marketing. In many instances, sponsor packages can include the racecar, driver and team members for promotional services, radio, television and several other forms of exposure.

We are confident that you will find your association with Paul Sides Racing will fit well in your marketing plans.