ZizzoRacing.com

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Press Release

PEAK is Zizzo Racing's Major Marketing Partner

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LINCOLNSHIRE, Il. – Zizzo Racing announces today that it has expanded its NHRA Top Fuel relationship with Old World Industries and its PEAK® brand. The agreement with the team and its driver TJ Zizzo, continues through the 2013 season. The deal includes an expanded schedule of at least 22 events and increased activation with the team through the 2013 season. TJ will make his 2012 debut at the March 8-11 Tire Kingdom NHRA Gatornationals in Gainesville, Florida.

"TJ continues to be a great ambassador for our PEAK brand," states PEAK's Director of Sports & Event Marketing, Brian Bohlander. "He's focused on performance and his engaging personality and accessibility to the fans is quickly making him an NHRA favorite." Zizzo will work with numerous local and national charities this year. Fans can expect TJ's focus to emphasize building awareness of charities aligned with his personal interests (e.g. outreach that benefits animals, youth etc…). Information regarding Zizzo's scheduled appearances and plans for the dragster to carry charity logos at specific races will be promoted via Facebook, Twitter and at Zizzoracing.com. "I'm ready to race. The Zizzo Racing crew is pumped up too. We're taking things to the next level and I'm thrilled to have the strong support of PEAK" said TJ Zizzo.

About Old World Industries:
Old World Industries, LLC is among the largest privately-held companies competing in the automotive aftermarket. The Northbrook, Illinois-based company enjoys a presence in various consumer product markets in more than 30 countries worldwide. Old World's brands include a full line of PEAK® Performance Products including Antifreeze, Motor Oil, Washer Fluid, Electronics and Wiper Blades; SIERRA® Antifreeze; Fleet Charge® Fully Formulated Coolant; Final Charge® Heavy Duty Global Extended Life Antifreeze/Coolant; SmartBLADE™ Premium Wiper Blades; HERCULINER® Truck Bed Liner Kits; and BlueDEF® Diesel Exhaust Fluid. PEAK® Automotive Products are sold at over 20,000 retail outlets in the U.S., including mass merchants, hardware, and automotive retailers. For more information, please visit www.peakauto.com.

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About TJ Zizzo:
TJ Zizzo credits his father, a professional Top Alcohol Dragster and Top Fuel Dragster driver, with igniting his passion for racing. By the tender age of five, TJ's exposure to the world of drag racing began. By the early age of 16, TJ received his NHRA license and went on to set the record as the world's fastest teenager. In 2003, TJ earned his NHRA Top Fuel license and ran an amazing 4.742 elapse time at 310.98 mph in his first pass at Route 66 in Joliet, Illinois.

Today, TJ is a top level competitor who consistently focuses on performance and aiming higher. During the 2012 season, TJ will compete in 10 NHRA Top Fuel dragster races with Peak Motor Oil as his title sponsor. TJ and his wife, Jennifer, have two children, Madeline (7) and Nicolas (5). While not at the race track, TJ enjoys golf, motorsports, working at Zizzo Enterprises (his family-owned body shop) and spending time with family and friends.

About Zizzo Racing:
Zizzo Racing was established 32 years ago. Team Owner, Tony Zizzo Sr. began his racing career in 1980 competing in the Top Alcohol Dragster division. Zizzo campaigned several dragsters bearing the Avenger name for more than two decades. Zizzo Sr. was the United Drag Racers Association (UDRA) Supercharged Top Alcohol Dragster Champion in 1984, '85, '86, '89 and was the first Top Alcohol dragster driver to run a 6.20 at over 220.70 mph. Zizzo Racing Inc. and its 12-person team operate from a facility in Lincolnshire, Illinois. For more information, please visit www.zizzoracing.com.

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