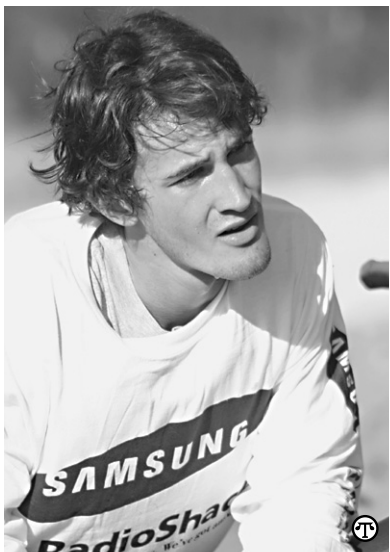


Supercross Sponsors Are Off The Hook

(NAPSA)—Supercross racing seems to be on the right track.

Over the last several years Supercross, a form of motorcycle racing that features light bikes, dirt tracts and harrowing jumps, has been reaching an increasingly wider audience.



Team Samsung RadioShack rider Cole Siebler.

Evidence of this can be found in the decision by Samsung and RadioShack to sponsor the Team Samsung RadioShack Supercross race team, a Yamaha factory support effort competing in the 2004 American Motorcross Association race series.

Sponsorship of Team Samsung RadioShack offers both companies the opportunity to extend their brands and showcase their wireless phone technology at the races and through online and in-store promotions. It also offers consumers the chance to appear in Spike TV's reality television series, "The Reality of Speed." The show chronicles the lives of the team members and airs Saturdays at 10:30/9:30 a.m. CST.

To learn more, visit www.team.samsungradioshack.com.