

November 2, 2008

FOR IMMEDIATE RELEASE

LIGHTS, CAMERA, TRACTION!  
HIGH GEAR MARKETING  
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### **GOING GREEN WITH CORPORATE BRANDING**

ORLANDO, FL – Ethanol adds to the thrills by delivering more power and cooler-running engines, from homegrown fuel contributing to the acceleration and overall performance reliability.

Businesses want to be earth-friendly, reduce their carbon footprint and show consumers they care thus enhancing quality of life. Lights, Camera, Traction! (LCT) is one of those companies. They can also help put your company in the winners circle.

Lights, Camera, Traction is a entertainment branding company that puts you in the drivers seat at pole position. LCT can increase market share, sales and customer loyalty with your own racecar and televised program.

LCT's half-size NASCAR style racecars are fully functional with the same basic features as their senior counterpart. Each car is built and outfitted with a state-of-the-art broadcast quality Solid State Video Recorder, affording you a variety of production options. From producing commanding commercials to creating exhilarating promotional campaigns, Corporate sponsors will be energizing their team internally as well as branding, building awareness and generating the buzz among prospective clients and competitors.

“Promoting and advertising your businesses can be fun and exciting. Lights, Camera, Traction has been successful in combining pleasure and profits while creating the most cost effective and efficient way to gain market share, motivate employees and involve customers while building a strong brand awareness,” says Stephen Elliott, Vice President Operations.

Of all the professional sports, racing has the most brand-loyal fans. More than 72 percent of race fans buy a sponsored product.

LCT has a partnership with Ethanol, who provides all of their fuel for all of LCT's cars at any track. The Indy Racing League has been receiving the checkered flag, utilizing 100 percent Ethanol, while maintaining the tradition of innovation in technology and safety. Many of the league's innovations are eventually incorporated into passenger vehicle design benefiting drivers everywhere.

According to a 2004 USDA study, the production of ethanol has a 34 percent energy gain, while the production of gasoline has a 19.5 percent energy loss. Currently there are 143 US Ethanol plants, with 57 more biorefineries coming online.

Ethanol is a win-win for everyone – producers have market for their product, the environment gets a break from pollution, rural communities get a shot in the arm from value added products, more jobs are created and a tax base is generated. Corporate partners with Lights, Camera, Traction can capitalize on being an environmentally friendly organization, while building internal and external relations and have fun incorporating their marketing strategies.

For more information about Lights, Camera, Traction, visit their website at [www.lightscameratraction.com](http://www.lightscameratraction.com) or call them at 1-800-936-5066.

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Steve Elliott is available via phone, for interviews regarding Lights, Camera, Traction! He can answer questions about their corporate entertainment branding, the reality-based television show and compare LCT's half-size NASCAR style racecar and their senior counterpart. LCT is not only in Orlando, they will be racing at all of the racetracks in the South East. Please contact: Loretta Lynn for an interview, at 321-438-0838.