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## **AMSOIL announces agreement to become title sponsor of Sled Head 24/7's Triple Crown**

Superior, WI (December 2007) ~ AMSOIL, The First in Synthetics, and Sled Head 24/7 are proud to announce AMSOIL as the new title sponsor of Sled Head 24/7's Triple Crown snowmobile racing series. Sled Head 24/7's AMSOIL Triple Crown will feature a guaranteed \$100,000 cash payout to racers this season in three U.S.C.C. sanctioned events.

AMSOIL is already a premier sponsor of many snowmobile events and race teams within the industry. This includes cornerstone industry events such as the AMSOIL Duluth National Snocross Race and the AMSOIL World Championship Snowmobile Derby and nationally visible race teams such as Scheuring Speedsports and Wanderscheid Racing.

The 2008 AMSOIL Triple Crown will feature three high paying, spectator friendly races starting in February on Mille Lacs Lake in Garrison, MN, at Brainerd International Raceway in Brainerd, MN and on the adapted motorcross track on-site at the LCO Casino in Hayward, WI.

"AMSOIL sees big potential of the Triple Crown based on the promoter's success with previous series and quick rise of the television show Sled Head 24/7," said Jeremy Meyer, AMSOIL Race Program Manager, "we are excited to be in on the ground floor of this exciting new series."

In addition to the large payouts, the AMSOIL Triple Crown events will all received extended coverage on Sled Head 24/7's nationally syndicated snowmobile show.

"It gives credence to our vision of tying in our television show and big time racing when key race sponsors like AMSOIL are excited about being part of our team," said founder of the AMSOIL Triple Crown John Daniels. Daniels also serves as the executive producer of Sled Head 24/7 and was the original founder of the I.S.O.C racing circuit in the 90's.

The first AMSOIL Triple Crown race is the Mille Lacs 200, February 16 and 17, 2008. For more info about being part of the events as a racer, fan, or sponsor you can visit [usccracing.com](http://usccracing.com) or [sledhead24-7.com](http://sledhead24-7.com).

*AMSOIL has been the recognized leader in synthetic lubricants since 1972. AMSOIL is the exclusive Official Oil of the AMA Outdoor Nationals, the World PowerSports Snocross and ATV tours, Rock Maple Racing, Canadian Snowmobile Racing Association, the AMSOIL Eagle River Derby Track and is proud presenting sponsor of the Loretta Lynn's Amateur Nationals. . For more information on AMSOIL INC. and Team AMSOIL racing, go to [www.amsoil.com](http://www.amsoil.com).*

*Sled Head 24/7 is part of the Long Haul Productions group of sports and entertainment properties. The television show launched three years ago and is now syndicated across the snowbelt and available nationally on cable, satellite and broadcast stations. For more on show times and races you can visit [www.sledhead24-7.com](http://www.sledhead24-7.com) .*