



RacingJunk.com Signs On As Primary Sponsor For SCORE Motorsports, Carl Long For Las Vegas

LAS VEGAS, NV - - This week's NASCAR Cinderella story got a much needed boost today as Raceway Media, LLC has signed with SCORE Motorsports to be the primary sponsor for its No. 02 NEXTEL Cup Series entry that will be driven by Carl Long this weekend at Las Vegas Motor Speedway. The company is using the race to promote its on line classified division, www.racingjunk.com.

LAS VEGAS, NV (PRWEB) March 4, 2004 -- This week's NASCAR Cinderella story got a much needed boost today as Raceway Media, LLC has signed with SCORE Motorsports to be the primary sponsor for its No. 02 NEXTEL Cup Series entry that will be driven by Carl Long this weekend at Las Vegas Motor Speedway. The company is using the race to promote its on line classified division, www.racingjunk.com.

RacingJunk.com is a free online classified service where racers, racing fans, and enthusiasts can find everything race related, from racing parts to engines to complete race cars and anything in between. Approximately \$80 million dollars worth of products are currently posted on the site, with up to 600 new ads posted daily.

Ryan Maturski, co- owner of Raceway Media, said the opportunity was too good to pass up. "We had been following this story with Hermie Sadler and Carl Long since Rockingham, and I really wanted to get involved. This is a great opportunity for us to help Hermie and Carl have a successful weekend, while creating awareness for www.racingjunk.com at the same time. We are proud to be on the car and look forward to a great race on Sunday."

Fellow driver Hermie Sadler, co-owner of SCORE Motorsports with retired NBA star Bryant Stith, says this has been one of most amazing weeks of his racing career. "I have never experienced this type of reaction to something I was involved in, and I am not even driving. The way this deal has taken off this week is a great feeling. There are a lot of people out there that want to help the underdogs out, and it is fun. We will be representing a lot of people this weekend in addition to Raceway Media. We are proud to have them as a part of this effort this weekend," said the 1993 NASCAR Busch Series Rookie-of-the-Year.

For more information, please log on to www.sadlerfanclub.com, www.racingjunk.com, and www.carl-long.com

About Raceway Media, LLC: Raceway Media is a multimedia publishing company servicing the racing industry, based in North Adams, MA. They publish a quarterly all glossy, full color racing magazine serving the Northeast and a monthly racing shopper that is distributed nationwide. RacingJunk.com is the online classified Website for the racing industry with over 30,000 registered members and over 500,000 visitors monthly. Raceway Media also owns and operates RVJunk.com and BoatingJunk.com.

SCORE Motorsports Team Fast Facts:

Drivers: Carl Long (NASCAR NEXTEL Cup Series); Hermie Sadler (NASCAR Busch Series)

Owners: SCORE Motorsports - - Bryant Stith/Hermie Sadler



Sponsors: Raceway Media, LLC (NASCAR NEXTEL Cup Series); Treasure Island Casino (Las Vegas), Zapf Creations, FanZCar, Jenkins & Jenkins (NASCAR Busch Series)

Manufacturers: Pontiac Grand Prix (NNCS); Chevrolet Monte Carlo (NBS)

Websites:

<http://www.sadlerfanclub.com>

<http://www.carl-long.com>

<http://www.racingjunk.com>

<http://www.TheFanZCar.com>

<http://www.treasureisland.com>



Contact Information

Robert Adams

Raceway Media, LLC

<http://www.racewaymedia.com>

413-663-3384

Online Web 2.0 Version

You can read the online version of this press release [here](#).