



## **Xtreme Outdoor Camo Seeks Exposure Through Bill Davis Racing Sponsorship Program**

*Nacars series and Craftsmans series Bill Davis Racing Team announced Monday Xtreme Outdoor Camouflage Inc. (Xtreme Outdoor Camo) an Arkansas-based outdoor apparel company is joining its 2005 sponsorship lineup, starting this weekend with Johnny Benson and his No. 23 Toyota Tundra truck team at Mansfield Motorsports Park in Mansfield, Ohio*

HIGH POINT, NC ([PRWEB](#)) May 11, 2005 -- Bill Davis Racing announced Monday Xtreme Outdoor Camouflage Inc. (Xtreme Outdoor Camo) an Arkansas-based outdoor apparel company is joining its 2005 sponsorship lineup, starting this weekend with Johnny Benson and his No. 23 Toyota Tundra truck team at Mansfield Motorsports Park in Mansfield, Ohio

"Xtreme Outdoor Camo is a revolutionary product. When people see this product they are going to be amazed with its innovative design. It's going to change how the outdoorsman looks at camouflage products," said Bill Davis, BDR team owner and president. "I am really delighted and honored to have them join the Bill Davis Racing family."

With its unique styling and state of the art design, Xtreme Outdoor Camo, out of Jacksonville, Ark., is becoming the leader in outdoor apparel. It offers a whole new generation of camouflage unmatched by any in the industry. With its PreyBlind Technology, Xtreme Outdoor Camo brings realistic photo technologies to hunters, fishermen, and to many other outdoorsmen.

"I am really excited about this partnership with Bill Davis Racing," said James Riley, founder and owner of Xtreme Outdoor Camo. "I think this is going to definitely help increase awareness of the brand. NASCAR has such an overwhelming fan base. It is a great way for us to show what Xtreme Outdoor Camo is all about. BDR is a proven winner and I'm looking forward to seeing the Xtreme Outdoor Camo truck on the track."

Riley is also the CEO and host of the nationally televised hunting and fishing show, American Xtreme Outdoor Adventures. Riley continually strives to bring great quality programming to every viewer through his hunting and fishing show that airs (When does this air and what channel or station?)

Expect more Xtreme Outdoor Camo paint schemes on other BDR entries throughout the 2005 season and beyond. To learn more about Xtreme Outdoor Camo, go to [www.xocamo.com](http://www.xocamo.com).

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XTREME OUTDOOR CAMO

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