

ProCharger Press Release
For Immediate Release

Win \$5,000 in the ProCharger Video Challenge

October 8, 2008 – Lenexa, KS: ProCharger announces the ProCharger Video Challenge.

The first of its kind in the industry, the ProCharger Video Challenge is a chance for ProCharger owners to win a \$5,000 Grand Prize for the best video that allows them to share their ProCharger-inspired accomplishments in their own words and videos.

In addition to the \$5,000 Grand Prize, the online voting will also determine the Runner Up, as well as third through fifth place finishers. The Runner Up will earn \$1,000; 3rd Place will get \$500; 4th Place receives \$300; and 5th Place will get \$200.

“We have an incredible customer base, so why not let them tell us their ProCharger story in their words and video?” says Jeff Lacina, Director of Marketing for ProCharger. “The videos can be about anything related to ProCharger – street cars, race cars, trucks, SUVs, hot rods, motorcycles and boats, as long as it’s about ProCharger power and their own story. As a company, we truly enjoy hearing about all the ways our customers enjoy the extra power and performance they get after installing a ProCharger and we’re looking forward to seeing all the videos and awarding the cash prizes.”

Entrants are encouraged to use their imagination in their video creations - from how they use their ProCharger power to their favorite experience or even their racing and performance accomplishments, to what they would tell someone who was asking about how they can get more power for their ride. Owners could even create their own idea of the ultimate ProCharger commercial.

A panel of judges will then select the Finalist and these videos will be uploaded onto ProCharger's youtube.com channel where the viewing public will determine the winners. Winners will be announced before the end of April 2009.

ProCharger supercharger owners and future owners can visit the ProCharger web site, www.procharger.com for more information about the Video Challenge. Official Rules will be announced on or before October 24, 2008. Videos may be entered into the ProCharger Video Challenge starting on November 1, 2008 until March 31, 2009. The ProCharger Video Challenge is open to U.S. residents and citizens only.

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