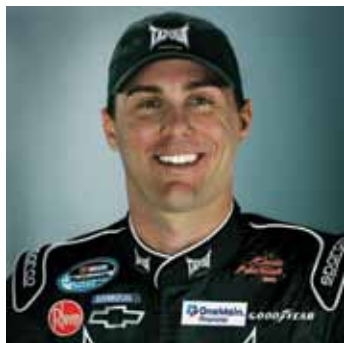


# AUTHENTIC BRANDS GROUP



FOR IMMEDIATE RELEASE

## KEVIN HARVICK INC. ANNOUNCES MULTI-YEAR SPONSORSHIP AGREEMENT WITH MIXED MARTIAL ARTS APPAREL BRAND TAPOUT

**KERNERSVILLE, N.C. (February 1, 2011)** – Kevin Harvick Inc. (KHI) announced today a multi-year partnership with world-renowned mixed martial arts (MMA) apparel brand TapouT, an Authentic Brands Group company. TapouT will make its NASCAR debut at Las Vegas Motor Speedway on March 5, 2011 as sponsor of the No. 2 Chevrolet Impala in the Nationwide Series event with driver Elliott Sadler. KHI co-owner Kevin Harvick will also carry the world renowned black and white logo on the hood of the No. 2 TapouT Chevrolet Silverado in the Truck Series race at Michigan International Speedway in 2011.

This partnership marks an unprecedented expansion for the TapouT brand, which to date has only sponsored MMA fighters and events. With the rise in popularity of MMA, TapouT is now branching out into new markets and reaching new fans in other sports.

Co-founders of TapouT, Skyskrape and Punkass, believe that NASCAR and MMA fans alike will be excited about the company's new sponsorship venture.

"I expect NASCAR and MMA fans to be in a bit of shock – in a good way," said Skyskrape. "TapouT has never ventured outside of MMA like this, but seeing how the fans love both sports, I think they will be the real winners here. TapouT loves doing things out of the ordinary and we think this is going to be a great partnership."

Punkass echoed Skyskrape's sentiments. "There are so many crossover fans that will love to see TapouT breaking ground into other competitive sports."

Fellow MMA fan and supporter Kevin Harvick is also looking forward to the opportunity to help TapouT expand into this market.

"TapouT has become one of the most well known brands in sports," said Harvick. "To have the opportunity to become part of the TapouT organization means a lot to not only me, but the KHI racing family. DeLana and I are very excited about this program and look forward to kicking it off in Las Vegas."

Elliott Sadler will be exposing the TapouT brand to the NASCAR nation for their first event in Las Vegas.

“TapouT is coming on board with us in the perfect NASCAR market to launch our partnership,” said Sadler. “When you think of Las Vegas you think of all the historic fights that have been held in that town. I’m a huge fan of mixed martial arts and TapouT apparel. They have some really bold designs that will definitely be appealing to NASCAR fans. We’re going to work very hard to get these guys into victory lane in Vegas and work really hard to market the TapouT brand to all of the NASCAR fans.”

The multi-year sponsorship includes co-branded Kevin Harvick and TapouT product launching in Spring 2011.

#### **About Kevin Harvick Inc.:**

Kevin Harvick Inc. (KHI) enters 2011 celebrating 10 years of NASCAR racing. From the start, co-owners Kevin and DeLanaHarvick set a goal to become leaders within the industry. With two Truck Series championships to their credit, the organization has built a reputation of integrity and competitiveness within the NASCAR community. KHI is housed in an over 80,000 sq. ft. facility located in Kernersville, N.C. This season, the organization will field three full-time NASCAR Camping World Truck Series teams and two full-time NASCAR Nationwide Series teams, competing for the drivers and owners championships in each series. With a roster comprised of both up-and-coming and veteran championship-caliber drivers, KHI continues to establish itself as one of the top teams in NASCAR competition.

For more information about KHI and its teams, please visit [www.KevinHarvickInc.com](http://www.KevinHarvickInc.com)

#### **About TapouT:**

Founded in 1997 by Mask, Punkass and Skyskrape, TapouT is the first brand to represent the sport of MMA. From humble beginnings when the brand was sold at underground events, TapouT has become synonymous with the sport and is the most recognized MMA brand in the world. Athletes and millions of global fans wear TapouT as a badge of honor as it symbolizes the brands fighting spirit and that quitting is never an option. TapouT's worldwide movement is founded on Mask's conviction that anything is possible if one simply believes...

[www.TapouT.com](http://www.TapouT.com)

#### **About Authentic Brands Group LLC**

Authentic Brands Group is an intellectual property corporation with a mandate to acquire, manage and build long-term value in prominent consumer brands. A New York based company, ABG's mission is to acquire and manage iconic consumer brands in apparel, sporting goods, action sports, home, celebrity, entertainment and consumer electronics and enhance brand equity through best-in-class brand licensee and direct-to-retail partnerships. ABG holds TapouT, TapouT MPS, TapouT Pro, TapouT Vintage, Silver Star Casting Company, Iron Star, Hitman Fight Gear and Sinister brands. ABG also manages the merchandise licensing programs for the Bob Marley family of brands.

[www.authenticbrandsgroup.com](http://www.authenticbrandsgroup.com)

#### **Media Contact: Jessica Stroup | Kevin Harvick Inc.**

Office 336.992.2998 | Mobile 336.345.8078

EMAIL: [jstroupe@kevinharvickinc.com](mailto:jstroupe@kevinharvickinc.com)

#### **Media Contact: Nancy Carlson | TapouT**

Office 212.760.2417 | Mobile 323.397.0624

EMAIL: [ncarlson@authenticbrandsgroup.com](mailto:ncarlson@authenticbrandsgroup.com)