

FOR IMMEDIATE RELEASE
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An X.CELERATED Release
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X.CELERATED SIGNS EXCLUSIVE PACT TO PROVIDE MEDIA AND MARKETING SERVICES FOR THE INTERNATIONAL MOTOR CONTEST ASSOCIATION - IMCA

Silver Bay, MN (November 1, 2011) – X.CELERATED (XR), a Minnesota-based media and video production company, has reached an exclusive agreement with Vinton, Iowa, based International Motor Contest Association (IMCA) to provide digital media and marketing services to the sanction. The agreement will cover a full range of projects and production to establish IMCA as a front-runner in the rapidly evolving digital media world.

"IMCA was fortunate to work with and help produce the wildly successful IMCA Super Nationals DVD Set with XSAN and its parent company X.CELERATED," stated IMCA Vice President Brett Root. "It is important for IMCA to foster as much media coverage for our racers and sponsors as possible and get them the recognition that they deserve. This will give IMCA the ability to capitalize on all of the possibilities offered on the web, in the media, and more."

The agreement will be executed in phases that will see a brand revitalization, a completely revamped website, marketing materials, and video production into 2012. Barry Braun, President of X.CELERATED, has been named the Digital Media Director of IMCA as part of the agreement.

"I can't put in words how excited we are to work with IMCA," replied Braun. "It is refreshing to work with a client that is on the same page as us and has similar interests in utilizing new media as a springboard for promoting their drivers, tracks, and events. I am honored to work with and have the ability to promote a brand with such history."

Details from the agreement including the new website, expanded video coverage, and more will be released at later dates.

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About the International Motor Contest Association (IMCA)

The largest sanctioning body in the United States, the International Motor Contest Association (IMCA) provides rules and race procedures for eight divisions of race cars. The open wheeled Modified has been IMCA's signature class since its introduction in 1979. Nearly 7,000 drivers will compete at 125 IMCA tracks in 23 states and Canada during the 2012 season.

For more information visit: www.imca.com

About X.CELERATED

X.CELERATED (XR) is a marketing and multimedia firm based in Minnesota. XR focuses on the dirt track industry producing high impact websites, video, and internet broadcasts. More information on X.CELERATED can be found at: www.racexr.com.