

Frisselle Racing Scores Thrilling Victory in Montréal

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1 August 08- (Montréal, Quebec) –Frisselle Racing took a thrilling Rolex Sports Car Series race victory in the Montréal 200 on Friday as Brian Frisselle and Mark Wilkins scored a win in the No. 61 Ford-Riley Gold machine by just .064-seconds in the final yards of the two hour race to bring the duo their first Rolex race victory.

The race outing didn't get off to an auspicious start, as the 61 was spun after contact with the championship leading Daytona Prototype on just the second corner of the event, putting paid to the strong 3rd place qualifying effort that Frisselle posted earlier in the day and sending him down the order on the very first lap. But the AIM machine was once again in top form, and when teamed with Frisselle's frustration-fueled fast pace, went marching back up the order, setting the fastest laps of the race at that point.

Frisselle made pass after pass before he turned the car over to Wilkins, who kept the forward progress straight through to the closing laps, putting the car in podium position on the penultimate lap, then making a brilliant move on the final front stretch as the leading car sputtered out of fuel to take the lead and set a new record for closest margin of victory in Rolex competition.

"This feels fantastic and is exactly the result this team deserved!" exalted Frisselle. "This win is dedicated to Ian Willis and his family; our thoughts were with him all week. We've been really strong and led the last few races, but just didn't have the luck that we needed to break through. You hate it for the 58 guys running out of fuel like they did, but today was just our day and this feels great. Our Ford was great on fuel and don't think anyone passed more cars than we did today, so it's great to bring them their first win this season. "

The other side of the Frisselle Racing effort also had a strong race outing in the two-hour event, coming home ninth at the checkered flag after running out of laps to make up track position late in the race with the No. 47 Brachs/CDOC Ford-Dallara prepared by Doran Racing. The result marks the second consecutive top-ten for the Burt Frisselle/Ricky Taylor pairing in their first race in the new Brach's livery.

"First thing is that I am really happy for Brian and Mark-they've been knocking on the door for a win all year long and I'm proud of what they accomplished today," said Burt. "We were hoping to be back up in the top five again today, but we just didn't have the track position in the end to do that. But we were fast and I was able to make up ground late in the race. So the result wasn't what we wanted,

but I can't help being encouraged about driving this Brach's Ford-Dallara with Ricky because we know that we are capable of some strong results with this package."

The Rolex Sports Car Series will race again in just one week on the short course at Watkins Glen for round 11 of the 2008 championship as part of the NASCAR Sprint Cup weekend.

About Farley's & Sathers

Since its inception on February 20, 2002, Farley's & Sathers Candy Company, Inc. has become one of the top 25 manufacturers of confections in the world. Headquartered in Round Lake, Minnesota, Farley's & Sathers Candy Company, Inc. is a leading manufacturer and distributor of quality confectionery and gum products, offering full line, full service opportunities to all classes of trade in the United States. The company's success in the industry, experience with acquisitions, and significant capital resources established Farley's & Sathers Candy Company as a leader in the confection industry.

Farley's & Sathers Candy Company has developed its business both through internal growth and through the acquisitions of famous confectionery brands, including FARLEY'S®, SATHERS®, HEIDE®, JUJYFRUITS®, NOW AND LATER®, BOBS®, SWEET STRIPES®, SUPER BUBBLE®, FRUIT STRIPE®, RAIN-BLO®, TROLLI®, CHUCKLES®, AND BRACH'S®. For a complete list of our famous brands, check out our website www.farleyandsathers.com <<http://www.farleyandsathers.com>>.

Currently an independently owned business, Farley's & Sathers Candy Company, Inc. was formed by Catterton Partners - a private equity firm. Catterton partnered with Insight Holdings (a management group with extensive industry knowledge) and the experienced management team at Farley's & Sathers Candy Company to launch a strategy of growth, establishing the significant portfolio of candy and gum brands offered by Farley's & Sathers today.

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Founded in 2003 by Colin Dougherty and based in Gordonsville, Virginia, CDOC is one of the largest master warehouse distributors of racing gear in the U.S. Specializing in precision performance and safety equipment from the world's leading original equipment and aftermarket manufacturers, CDOC offers unparalleled customer service and a fully stocked inventory of diverse products for drivers, teams and enthusiasts.

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