

Brian Frisselle Sets New Watkins Glen Track Record

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7 August 08- (Watkins Glen, NY) –Less than a week after a tremendous breakthrough race victory in Montreal, Frisselle Racing kept up the momentum on Thursday as Brian Frisselle scored the pole position for Friday's Crown Royal 200 with a track-record shattering lap of 1:05.243-seconds on the 2.45-mile short course configuration in Upstate New York.

The lap, which averaged over 135 miles an hour, scored the team's fourth front row start of the season, and marked their second 2008 Rolex Sports Car Series pole. Frisselle's qualifying run was a strong back up to his June qualifying performance on the long course layout at the Glen, where he took a front row qualifying spot in the AIM Autosport Ford-Riley.

"The Gold car was a dream to drive," said Frisselle. "We've been knocking on the door for so long and now to get that monkey off our backs with the win last week gives us even more confidence. I was so mad after getting spun at the start last week, but starting next to David (Donahue), I'm confident we can get off to a clean start tomorrow and hopefully I can turn the car over to Mark (Wilkins) to bring home another great finish."

The other side of the Frisselle Racing effort didn't have the same result, but are no less confident about their chances for the race on Friday night as No. 47 Brachs/CDOC Ford-Dallara prepared by Doran Racing of Burt Frisselle and Ricky Taylor nabbed ninth on the grid in the hands of Taylor. The Crown Royal 200 race weekend is just the second time that Taylor has race on the circuit and he has made another rapid adaption to the Daytona Prototype.

"We are still working on some improvements with our gearing and just doing some subtle massaging with our set-up," said Frisselle, who took his Rolex career-best result of second place at the Glen short circuit in his rookie season. "We always seem to have a much better race car than qualifying machine and I think we should be in good shape again tomorrow night in the Brach's car."

Both Frisselle Racing entries will get the chance for additional laps again on Thursday night as the Rolex Series stages a night practice to close out the day's running. Friday will be devoid of Rolex action until Frisselle leads the field to the green flag at 6:30 PM, with SPEED bringing the broadcast action.

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.

ABOUT CDOC:

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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