



Rocky Fork Joins Michael Shank Racing

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COLUMBUS, OH (29 June 2010)- After suffering a dramatic fire during the Sahlen's Six Hours of the Glen, Michael Shank Racing has been fighting back at every step. That recovery, highlighted by a strong run to second and fourth at Mid-Ohio Sports Car Course last weekend, gained even more speed this week as the team announced a new associate sponsorship with [Rocky Fork Company](#).

The partnership will see Rocky Fork signage on the No. 6 Michael Shank Racing Ford-Dallara of drivers Brian Frisselle and Michael Valiante for the remainder of the 2010 GRAND-AM Rolex Sports Car Series presented by Crown Royal championship season.

Rocky Fork is no stranger to the sport, as the firm is already involved at the Mid-Ohio Sports Car Course as the "Official Landscape Supply Provider" for the track.

The Rocky Fork Company was established in 1991 to provide fencing and landscape services to the Central Ohio community. Rocky Fork offers a full range of services from fence and deck installation to landscape maintenance, snow removal, and irrigation systems integration.

"The buzz in Central Ohio about this team and what they are doing is just amazing," said Rocky Fork owner Brian Bailey. "I've been to several races to support the team and also got the chance to tour the shop, which was very impressive. Anything to do with speed, I love it! I really respect the effort that Mike and his guys put into this. And beyond just supporting Mike and what his team is doing, this is also a very good value for our marketing dollars. We are similar-sized companies here in the Columbus area so it was a really good fit for us and we are excited to see this team up on the podium-soon!"

After nearly two weeks of round the clock work from the Michael Shank Racing crew to come back from the fire, the Mid-Ohio round brought a near storybook ending as the team posted its best-ever results at the home track. And as the team prepares for the second half of the 2010 season, the new partnership was a welcome development.

"I've been amazed at the support we've had from within the paddock, and to get some commercial support from outside of it has also been amazing," said Shank. "Brian (Bailey) emailed me congratulations about Mid-Ohio, and from there we just started talking about how we could work together and we came up with this program. With the fire, and the budget that we have for the No. 6, this kind of support is crucial for us, so we're grateful that Rocky Fork has stepped up and obviously we want to go

out and do well for them.”

The team will be back in race action this Saturday, July 3rd at Daytona International Speedway. The race will take the green flag at 11:00 AM, although please note the programming change as the race will air on SPEED starting at 1:00 PM ET.

Source: www.michaelshankracing.com
www.sundaymanagement.com



About Michael Shank Racing:

Based in Columbus, Ohio, Michael Shank Racing was formed in 1989 when Mike Shank first began driving racing cars professionally. Shank retired from the cockpit in 1997 to focus his efforts on running the team, which quickly found success in the Champ Car Toyota Atlantic Championship. With several race wins under his belt, Shank was named as Team Owner of the Year twice in four years. Michael Shank Racing joined the Rolex Sports Car Series in 2004 as the team proved as quick in endurance racing as in the sprint formula car format. Michael Shank Racing scored a debut Rolex Series win in 2006 at Miller Motorsports Park, and fans selected the victory as the 2007 Rolex “Moment of the Year.” After opening the 2008 season with a front-row sweep of the Rolex 24 At Daytona, the team closed out the year taking wins in the final two races of the year.



About Crown Royal Canadian Whisky:

Crown Royal Canadian whisky is the number one selling Canadian whisky brand in the US by value and has a tradition as long and distinctive as its taste. Specially blended to commemorate a grand tour of Canada made by King George VI and Queen Elizabeth of Great Britain in 1939, Crown Royal Canadian whisky’s smooth, elegant style reflects its aristocratic origins and is considered the epitome of Canadian whisky.

For more information visit www.crownroyal.com.

It’s about quality, not quantity.

About Diageo:

Diageo (Dee-AH-Gee-O) is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wines and beer categories. These brands include Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Cuervo, Tanqueray, Captain Morgan, Crown Royal, Beaulieu Vineyard and Sterling Vineyards wines. Diageo is a global company, trading in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands and performance, visit us at <http://www.diageo.com>. For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit DRINKiQ.com. Celebrating life, every day, everywhere, responsibly.