



IBRA O'Reilly World Championship set for DVD Pre-Sell

FOR IMMEDIATE RELEASE

Friday, December 15, 2006

An Atomic XR, Inc. Release

Contact: Barry Braun, barry@atomicxr.com or 320-230-2883

ST. CLOUD, Minn. (Dec. 15) – Most of the fans that attended the 2006 O'Reilly Auto Parts World Championship came as curious onlookers--after all, it was a bar stool race that paid \$10,000 to the winner. After the race, the curious became serious, as in serious bar stool race fans because of the three plus hours of excellent racing entertainment that the IBRA sanctioned race provided for those in the audience.

The inaugural IBRA race was filmed for those that could not or did not make the race, and soon it will be available on DVD. *Volume 1: O'Reilly BarStool Racing World Championship* has been produced and sent to press. A tentative release and availability date has been set for January 1, 2007. One thousand copies are being printed, and that's it--once they are gone we will print no more. Pre-sell for these one-of-a-kind DVD's starts on December 15, 2006. The cost is a meager \$10.00 for over 50 minutes of wheel-to-wheel-to-crash action from that November 10th night.

Produced by Atomic XR, Inc. and edited by Ryan Soule and Corey Flynn, Volume 1 is a realistic retrospective and look into a race that some still don't believe happened. Professional footage, cutting edge editing, music, and the voice of announcers Chris Stepan and Domm McArthur almost make you feel like you're at the event. The DVD has also been formatted for widescreen to provide an awesome viewing experience for those that utilize the HD format.

Get your copy today at: www.barstoolraces.com. Orders will be taken via credit card online or by printing out an online order form that can be mailed. Again, please realize that only 1000 copies will be printed, so whip out that plastic and go buy yourself a wicked and unique form of racing entertainment that can be viewed from the comfort of your home!

For updated information on the IBRA and the remaining races for 2006-2007 please visit: www.barstoolraces.com. The newly launched IBRA website is a dynamic portal of information that will launch a viral marketing effort to support all of the IBRA sanctioned races.

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