



BarStool Racing has become a professional circuit with the formation of the IBRA

The International BarStool Racing Association launches an aggressive 12 race schedule

FOR IMMEDIATE RELEASE

Friday, December 15, 2006

An Atomic XR, Inc. Release

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ST. CLOUD, Minn. (Dec. 15) – It started with a small race in Minnesota, in a small town, and with a big purse no less. The \$10,000 to win O'Reilly Auto Parts BarStool Racing World Championship put professional BarStool racing (we know it sounds like an oxymoronic statement) on the map. Furthermore, the promoters of said race concluded that it may not be so ridiculous to form an organization to run this crazy form of entertainment at other venues across the United States, with big name drivers, for big time money.

The IBRA, International Bar Stool Racing Association was formed (or re-formed as history will tell) by Rocket Manufacturing, Inc., manufacturers of the patent-pending Rocket Bar Stool of Minnetrista, Minnesota, and Atomic XR, Inc. of St. Cloud, Minnesota, a motorsports marketing and promotions firm. Both companies share a vision to provide an affordable and exciting form of entertainment during the racing off-season, and at the same time provide an avenue for top-name drivers in all form of motorsports a chance at winning some big time cash during what they would consider to be down time.

“The race in Sauk Rapids, Minnesota, was the testing ground for us,” stated co-owner and principal of Atomic XR, Inc., Barry Braun. “We had a feeling it would go over well, and it really exceeded our expectations. It was basically a matter of Rob and I coming up with an agreement that satisfies the both of us and finding applicable opportunities to do more of these races. I know it sounds crazy, or maybe even stupid, but that is the novelty of it.”

“It was a fantastic event” added Rob Caho, co-owner of IBRA and manufacturer of the Rocket Bar Stool. “It gives us (Rocket) an opportunity to get our product to a broad-based market, directly, and help spurn more sales. At the same time we get to collaborate and promote a family-friendly and entertaining package for these fans that want to get out of the house in the middle of winter. In the past we ran a version of the IBRA through Rocket, but not of this significance. This takes our organization to the next level and more.”

The IBRA has issued an aggressive schedule for the remainder of the 2006-2007 schedule that includes stops at the prestigious midget sprint car race “The Chili Bowl,” an outdoor extravaganza in the northland of Brainerd, Minnesota, the two undisputed homes of auto racing at Indianapolis, Indiana and Charlotte, North Carolina, and many more local events that support the thriving world of racing across the country.

The tentative 2007 IBRA Schedule is as follows:

January

11 & 12 – Tulsa, OK / Exchange Center - Expo Square (w/ Chili Bowl) - PAVEMENT

19 – Springfield, IL / Nelson Center (w/ Midwest Speed Expo) - ICE

27 – Indianapolis, IN / Forum @ Fishers (w/Hoosier Racers Swap Meet) - ICE

February

3 – Waterloo, IA / National Cattle Congress - PAVEMENT

10 – Duluth, MN / Pioneer Hall @ DECC - ICE

March

3 – Brainerd, MN / Outdoor Show on Gull Lake – ICE
15 – Toledo, OH / Team Toledo Ice House - ICE
24 – Madison, WI / Capitol Ice Arena - ICE
30 & 31 - Des Moines, IA / TBA

April

7 – Charlotte, NC / Cricket Arena – PAVEMENT

All IBRA races will be \$10,000 to win with a \$250.00 driver entry fee. They will be run on ice, pavement, and dirt surfaces depending on the event. All tickets to each event will be \$15 for General Admission, \$5 for Students (12-17), and free for all kids 11 & under. The IBRA will host a variety of fan-related rallies, autograph sessions, and sponsor related promotions in accordance with each race date.

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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