



Western Scale Racing Association, LLC

8/4/2008 – Rocklin, CA. Western Scale Racing Association (WSRA) management team announces that an effort has been underway for a number of weeks to define and develop a 5 year master plan for the organization. This master plan will be used to attract a multi year series sponsor, develop driver training programs and improve our quality of racing for years to come. Talks are already underway with a number of tracks that will become part of our plans starting in 2009 and beyond, as well as our current race facilities.

Mr. Kenny Shepherd of Madera Raceway and Short Track Management, Inc. is currently working with WSRA through face to face meetings to assist us in developing our goals and objectives for the next 5 years. Mr. Shepherd's experience as a racer, promoter and businessman is invaluable to our growth and development into a premier touring development series.

WSRA also announces that Mr. Bill Hill will be joining the efforts of WSRA in a business operations role to interface and negotiate with our track partners, lead us in sponsorship development, series marketing and implementation of our 5 year master plan. Bill Hill brings a number of years of racing experience with his family from open wheel karts to quarter midgets. Bill and his family joined WSRA in mid 2007 and he brings years of professional negotiating experience, public service and program development skills to our team.