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BLACK RHINO TO SPONSOR PARAMOUNT MOTORSPORTS FOR 2011

Black Rhino will be a big part of Paramount Motorsports this year. Not only will they sponsor the team for the 2011 race season but they have offered up some space at the Black Rhino shop for race prep and will also be providing race day supplies in the Paramount Motorsports pits.



03/01/11 Alpine, CA- Paramount Motorsports and Black Rhino have officially entered into an agreement for the 2011 season. The agreement goes beyond the normal sponsorship they had in the past. Brian Hart of Black Rhino stated, "We are really expanding the business to focus on the service end for not only the leisure UTV owner but the racing market. Paramount Motorsports will have a presence at the Black Rhino shop with office space and working in the service center where we will offer the basic oil changes and also manufacturer suggested scheduled maintenance."



Black Rhino will also have a stronger presence at the race track with Paramount Motorsports having available for purchase in their pits essential race day supplies. Kenny Osborn of Paramount Motorsports states, "This agreement is different than anything we have done in the past. Black Rhino hasn't been that heavily involved on

the service or race side of the market but Paramount Motorsports will be able to focus on these markets. Being at the shop on a day to day basis is something that we can both benefit from.”

Black Rhino will be developing a new UTV sponsorship program in the future and will release that information as soon as it is available.

Black Rhino Performance: setting the trend for today's EXTREME Side X Sides. Black Rhino sells industry leading performance parts. They offer a UTV Retail Store, Online Store, Full Service Center and track side support. Black Rhino is located at 9303 Bond Ave., El Cajon, CA 92021. Please visit their website at www.blackrhinoperformance.com for more information or call 619-561-5000. They are also on Facebook as Black Rhino and Twitter as BlackRhinoUTV.

If you would like more information, please contact Shirl Papaian of Papaian Enterprises, Marketing Director for Paramount Motorsports at 951-805-1017 or email her at shirl@papaian.com

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