



For Immediate Release

**FOUR-TIME NASCAR SPRINT CUP CHAMPION JEFF GORDON UNVEILS
NEW PAINT SCHEME FOR 2009**

The No. 24 DuPont Chevrolet Getting Its First New Scheme Since 2001

New York (October 2, 2008) – One of NASCAR’s most popular and successful drivers, Jeff Gordon, unveiled his brand new 2009 paint scheme before a national audience live on NBC’s “TODAY Show” this morning, marking the first change Gordon has seen on his DuPont Chevrolet since 2001.

Designed by popular motorsports artist Sam Bass, the new car features a sleek and stealth black body emblazoned with bold neon red, orange and blue flames.

“I’m fired up about our new paint scheme,” said Gordon. “I’ve always loved cars with flames and the current ‘Fire and Flames’ paint scheme has been one of my favorites. But now I think we’ve improved upon that with the ‘FireStorm’ design and hopefully we’ll be as fast on the track as the paint scheme makes us look.”

The four-time NASCAR Sprint Cup Champion will debut his new colors on-track at the 51st Running of the DAYTONA 500 in February when he celebrates his 17th season with primary sponsor, DuPont, and the 25th Anniversary of Hendrick Motorsports.

“We have such a solid, longstanding relationship with both Jeff and Hendrick Motorsports, so continuing that relationship and debuting Jeff’s new DuPont Chevrolet in conjunction with Hendrick’s 25th Anniversary is very exciting for us and the sport as a whole,” said David Bills, chief marketing and sales officer for DuPont.

Motorsports Authentics, through its Action Racing Collectables die-cast brand, will be offering a collectable die-cast version of the No. 24 DuPont Chevrolet. Pre-orders are being taken on goracing.com, nascar.com and at Motorsports Authentics authorized dealers nationwide. The Racing Collectables Club of America (RCCA) will also offer a version of the die-cast through its RCCA Elite brand.

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About Motorsports Authentics, Inc.

Motorsports Authentics, Inc. is the leader in the design, promotion, marketing and distribution of licensed motorsports merchandise. The company’s products include a broad range of motorsports-related die-cast replica collectibles, apparel, souvenirs and other sports-inspired memorabilia. Motorsports Authentics markets and distributes product through a variety of channels including their Authorized Dealer network, the Racing Collectables Club of America (RCCA), QVC, GoRacing.com, Trackside at racing events, direct corporate promotions, mass retail and department stores, specialty dealers and select online retailers. For more information about Motorsports Authentics, please visit the Web site at www.motorsports-authentics.com.

About DuPont

In addition to the DuPont “oval” corporate logo and the DuPont™ Performance Coatings that create Gordon’s brilliant paint schemes, a long roster of DuPont brands and company messages appear with varying frequency on the No. 24 DuPont Chevrolet. The list includes DuPont™ Tyvek® Home Wrap, Pioneer® Hi-Bred Seed, DuPont Automotive Finishes, DuPont™ Corian® solid surfaces, DuPont™ Kevlar® high strength material and many others.

DuPont is a science-based products and services company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets including agriculture and food; building and construction; communications; and transportation.

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