

**THE RACING COLLECTABLES CLUB OF AMERICA (RCCA) LAUNCHES
REWARDS PROGRAM FOR ELITE MEMBERS**

*RCCA ELITE MEMBERS GAIN STATUS, UNPRECEDENTED ACCESS WITH
E-POINTS REWARDS SYSTEM*

CONCORD, N.C. (June 18, 2008) – Membership has its privileges and the Racing Collectors Club of America (RCCA) is divvying out the rewards to its ever growing membership base of motorsports fans and collector enthusiasts.

In its continued efforts to improve the art and sport of NASCAR collecting, the RCCA announced today details of an exciting new rewards program that will include added features that greatly enhance the collecting experience for its members. In addition to the great benefits that Elite members already receive, this new rewards program, entitled E-Points, will provide members with a tracking and rewards system that enables them to build status within the organization and use that status for greater access both in and out of the display case.

E-Points status will be broken into three distinct levels: Platinum, Gold and Bronze, and will be determined by club members' purchase behavior as they build credits for every dollar spent. All RCCA Elite members are eligible for this program but are not required to meet an annual minimum purchase requirement to retain their Elite status.

Platinum, Gold and Bronze status members are rewarded with benefits such as exclusive guaranteed access to special finish die-cast collectables and treatment to private VIP events held trackside and at conventions across the country. These VIP events and collector shows are filled with a host of unique opportunities including driver meet-n-greets, preferred seating for celebrity Q&As and access to autograph sessions. The access and perks are even greater for Platinum members who also receive a dedicated customer service phone number/operator, exclusive pre-order opportunities and a courtesy phone call alerting them to new products and one-of-a-kind collectable offerings.

"We are very excited about the launch of the new E-points program," said Mark Dyer, president and CEO of Motorsports Authentics, which runs the RCCA. "We want to make lifetime membership in the RCCA Elite program even more valuable and give our members access to perks that they can't find anywhere else. Our members are very important to us and we want them to feel like they are an even bigger part of the RCCA family."

The Racing Collectables Club of America, America's premier club for motorsports collector enthusiasts, is the most inclusive destination for race fans and collectors to join the

collector community and obtain access to the most authentic, rare and best-in-class motorsports licensed memorabilia and related merchandise.

A lifetime Elite Membership is available for just \$19.95, and in addition to the free member benefits, Elite members can purchase Elite die-cast, the most collectable, limited and detailed of all NASCAR die-cast with over 200 individual parts, unsurpassed authenticity and very limited production numbers. Elite members will also receive access to DIN registration rewards, collection management tools, web forums and the RCCA online monthly catalog.

For more information on RCCA and RCCA Elite, or to check your E-points status, visit RCCAMembers.com or GoRacing.com.

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 the Racing Collectables Club of America

The Racing Collectables Club of America (RCCA) is an inclusive destination for race fans and collectors to engage with the collector community and obtain access to the most authentic, rare and best-in-class motorsports licensed die-cast and related collectable merchandise. The RCCA's unparalleled commitment to detail and authenticity and its connectivity to NASCAR and other forms of motorsports make this club the ultimate destination for all people who love racecars.

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