



For Immediate Release

**THE FAMILIES OF DALE EARNHARDT AND JOHNNY CASH COME TOGETHER
FOR A SPECIAL UNVEILING ON THE STEPS OF THE COUNTRY MUSIC
HALL OF FAME AND MUSEUM**

“The Man in Black” Program to Honor Two of the Most Iconic American Legends of All-Time

Nashville, Tenn. (June 5, 2008) – Delbert McClinton, Taylor Earnhardt and Tommy Cash were guests today of the Country Music Hall of Fame and Museum where Dale Earnhardt and Johnny Cash were honored as two of the greatest American icons ever. Meant to continue the legacies of both men, “The Man in Black” program provided music fans and race supporters the ultimate historical crossroad between Country Music and NASCAR.

Taylor Earnhardt, Dale’s daughter, and Tommy Cash, Johnny’s younger brother, spoke at the Country Music Hall of Fame and Museum where country recording artist Delbert McClinton and Mark Dyer, president and CEO of Motorsports Authentics, were both present. Also in attendance were NASCAR artist Sam Bass and Marshall Grant, former bassist for the Tennessee Two.

“The Man in Black” car with Earnhardt’s famous paint scheme was unveiled with Cash and Earnhardt’s names and likenesses on the sides and hood of the car. The first car in a multi-year series that will continue the legacy of Earnhardt by teaming him up with other iconic American personalities, puts one of the most influential American musicians on the hood of the car of NASCAR’s most respected driver of all-time.

Earnhardt, who won seventy-six Cup races and a record-tying seven championships, is remembered by millions of NASCAR fans for his highly aggressive driving style and down-to-earth, blue collar personality. Known throughout his career as the “Intimidator,” Dale Earnhardt was also synonymous with the color black earning him the nickname once reserved for Cash – “The Man in Black.”

“My dad and Johnny Cash were both known for their intimidating demeanor and rugged and tough persona,” Taylor Earnhardt said. “Both are known as ‘The Man in Black’ and this program really brings them together for the first time to celebrate the lives and careers of these two great American icons. This racecar is the first with dad’s image and I know that he would think that it’s pretty cool to share a ride with Johnny Cash.”

A Grammy Award-winning American country singer/songwriter, Cash is widely considered to be one of the most influential American musicians of the 20th century and one of Country Music’s most beloved personalities. Cash, known for his deep, distinctive voice, rugged persona, intimidating personality and dark clothing, has drawn a lot of comparisons to Earnhardt over the course of the last several decades. Nicknamed “The Man in Black,” Cash was always known, and is remembered today, as a rugged, tough, no nonsense icon – very similar to how Earnhardt’s millions of fans remember the seven-time NASCAR Cup Series Champion.

“The Cash family is proud and honored to have Johnny teamed up with a fellow American icon like Dale Earnhardt,” said Tommy Cash. “Johnny and Dale were great American heroes and this ‘Man in Black’ program helps celebrate their legacies in this ultimate crossroads between NASCAR and Country Music.”

Motorsports Authentics, through its Action Racing Collectables die-cast brand, will be offering a collectible version of the limited edition No. 3 Dale Earnhardt/Johnny Cash car. Pre-orders are being taken on goracing.com, nascar.com and at Motorsports Authentics authorized dealers nationwide. Chase Authentics, the authentic trackside apparel of NASCAR, will also offer Cash and Earnhardt fans an opportunity to express their love of both men through an array of apparel items such as hats, t-shirts and hooded sweatshirts.

“Johnny Cash and Dale Earnhardt are two giants in American culture,” Dyer said. “Both fought their way up from modest beginnings to the top of their respective worlds. But the intriguing thing about both men is not that both went to the top, but how they made that journey and the enduring impression they’ve left for generations to come. ‘The Man in Black’ program is a way for all of us to keep their individual stories alive by putting these two compelling figures together in a tribute program, something that wasn’t done during their lifetimes. We’re deeply appreciative the families of these two immortals have allowed us this opportunity.”

In addition to Thursday’s unveiling and special guitar presentation from Sam Bass, it was announced today that QVC will go live from Nashville on Friday night with its “For Race Fans Only” show. Set to air from 7 p.m. – 9 p.m. EST live from the Musicians Hall of Fame, “For Race Fans Only” will celebrate the “Man in Black” program and give Cash and Earnhardt fans around the world a unique opportunity to see this historic convergence of NASCAR and Country Music.

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.

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