

# STANDING START

SONOMA, CA (October 3, 2006) Standing Start is a new company offering high level coaching services to racecar drivers looking for the unfair advantage. To succeed in any sport requires coaching, and racing is no different. Standing Start offers at track coaching that covers all the bases. The company focuses on racing, testing, marketing, sponsorship, networking, fitness, mental preparation skills as well as giving a driver-side understanding on vehicle and team dynamics.

Standing Start will be headed up by General Manager John Olsen. For the past two race seasons, while acting as Speed Secret's Coaching Services Manager, Olsen has been coaching Ace Carrio in the World Speed Motorsports Pro Formula Mazda. "Having John work with Ace and the team has been extremely beneficial," said Team Owner Telo Stewart. "We knew that we would like to work with John even after Ace moved up through the ranks, and as soon as his current contract was up we began discussing working with him on a more permanent basis."

"Olsen has assembled an elite group of coaches who can be made available at any event or location, and this is something our drivers have been asking us for," stated WSM Team Manager Mark Milazzo. As Olsen's team and plan was being formed the WSM management team began discussions to see how they could help. After a few meetings it became clear that Olsen's plan was solid and only required some administrative assistance to get off the ground. ITS Enterprises, LLC the parent company of World Speed Motorsports made an offer to Olsen to assist with all administration, logistics, and branding. As part of the partnership Standing Start will provide full time coaches to the 2007 World Speed Motorsports Star Mazda North American Championship team.

"I really would like to thank ITS and WSM for partnering with me to get Standing Start off the ground. They have been a big help to me by providing the infrastructure to get the program up and running. Now the Standing Start coaches and myself can really focus on what we do best – develop championship winning drivers" commented Olsen. "My time working at WSM coaching Ace has been a fantastic two years, I am looking forward to continuing out partnership next season and beyond. WSM is the complete race team, and they provide the best tools and environment for a driver to reach his goals. It is an honor for Standing Start to partner with WSM" stated Olsen.

For more information on Standing Start visit: <http://www.standingstart.com>