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## **TEAM PELFREY PARTNERS WITH TRADEMARK GARAGE FLOORS AND HP SPARTACOTE IN 2011**

### **Florida race team poised for success in inaugural Star Mazda Championship campaign**

CLEARWATER, FLA. (February 15, 2011) – Team Pelfrey has enhanced its pursuit of top honors in the 2011 edition of the *Star Mazda Championship presented by Goodyear* with the announcement of a new partnership with Trademark Garage Floors and HP Spartacote. The Florida and Colorado-based companies will sponsor the team's inaugural season of series competition, with the goal of achieving success both on, and off the track.

As any top team will tell you, building strong relationships is a key ingredient to on-going success. Team Pelfrey believes it is doing just that with a new sponsorship agreement with industry leaders Trademark Garage Floors and HP Spartacote. In addition to corporate logos adorning the Team Pelfrey cars, equipment and uniforms, the duo's product will be highlighted throughout the upcoming Star Mazda Championship season via a new polyaspartic floor in the squad's trailer being showcased at each event.

"We're excited to bring both Trademark Garage Floors and HP Spartacote on-board for Team Pelfrey's inaugural Star Mazda season," commented Team Manager Geoff Fickling. "I believe we can do a great deal for each other, not only with branding and product awareness, but also partnering in marketing opportunities as well. With Trademark, we plan to push our local market hard leading up to our home race at St. Petersburg, while with HP Spartacote's base being in Colorado, our races out west will be tailored more to their clientele. All in all, we're very proud to be partnered with two such great companies."

"We are excited to be involved with Team Pelfrey," stated Trademark Garage Floors Owner Mark Plumb. "It's a great opportunity to be involved with something we know many of our customers truly appreciate. We look forward to a long relationship, and success for their team, as well as ours."

"HP Spartacote is thrilled to be a sponsor for Team Pelfrey, and appreciates the opportunity to work with them as they build a world-class team," said Sean Shiers, President of HP Spartacote. "We are excited for Team Pelfrey and wish them tremendous success moving forward."

Trademark Garage Floors joins forces with Team Pelfrey with over 30 years experience installing quality floors on the west coast of central Florida. They have installed more garage floors than





any other garage floor company in the sunshine state, and offer several options, from solid color epoxy to the newest, limited lifetime warranty, polyaspartic floors. Servicing seven counties (Citrus, Hernando, Pasco, Pinellas, Hillsborough, Manatee and Sarasota) on the west coast of Florida, whether it's your home garage or your racing garage, Trademark has you covered!

HP Spartacote manufactures and distributes a wide range of patented DCC polyaspartic coating products for concrete and steel. Its products offer flooring solutions for the most demanding commercial and industrial projects. HP Spartacote is dedicated to producing cutting edge high performance polyaspartic coatings with a rigorous focus on new product development, comprehensive technical support and thorough consultation from the design phase through installation.

With Skip Barber National race winner Nick Andries and reigning Star Mazda Rookie of the Year Connor De Phillippi already on its driver line-up, Team Pelfrey enters its inaugural season of Star Mazda Championship action poised to challenge for wins and potentially a series title.

The 2011 *Star Mazda Championship presented by Goodyear* gets underway on March 27<sup>th</sup>, with Round One on the streets of St. Petersburg, Fla., the home race for the Clearwater, Fla.-based team. Prior to the season-opener, Team Pelfrey will take part in official series testing at Barber Motorsports Park on March 14-16<sup>th</sup>, as part of the INDYCAR Spring Training program. Further news regarding Team Pelfrey driver signings and sponsorship partnerships is expected shortly.

Additional information on Team Pelfrey can be obtained via the team website at [www.Team-Pelfrey.com](http://www.Team-Pelfrey.com) For direct contact, please contact Geoff Fickling at [gf@team-pelfrey.com](mailto:gf@team-pelfrey.com) or (727) 329-8860.

Information regarding Trademark Garage Floors can be found at [www.TrademarkGarageFloors.com](http://www.TrademarkGarageFloors.com)

Learn more about HP Spartacote at [www.HPSpartacote.com](http://www.HPSpartacote.com)

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#### **About Team Pelfrey:**

After a multi-year hiatus from motorsports competition, Team Pelfrey rejoins the professional open-wheel ranks in 2011. With the primary goal of helping develop and train new talent, the Florida-based squad will run a multi-car effort in the highly-regarded Star Mazda Championship presented by Goodyear, which is part of the Mazda Road to Indy ladder system. Building on Team Pelfrey's previous success in the IndyCar Series, which featured the likes of Danny Ongais, Memo Gidley, Bryan Tyler, Billy Boat, Robby Unser, Sarah Fisher and 1998 Indianapolis 500 race leader John Paul Jr. getting behind the wheel, Team Principal Dale Pelfrey has assembled a talented crew of personnel with a proven Star Mazda track record.

