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Contact: Team Pelfrey  
Prepared by: ProMedia Motorsports PR  
Additional Photos available upon request

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## TEAM PELFREY JOINS FORCES WITH LITHIONICS BATTERY

### Florida squad will go green with Lithium Ion batteries in the 2011 Star Mazda Championship

CLEARWATER, FLA. (March 23, 2011) – Team Pelfrey is excited to announce it has joined forces with Lithionics Battery for the upcoming *Star Mazda Championship presented by Goodyear* campaign. Commencing with the season-opener on March 26<sup>th</sup> on the streets of St. Petersburg, the Florida-based industry leader will act as the official battery partner for the highly-rated series newcomer.

As part of Team Pelfrey's continued pursuit of excellence both on and off the track, the Clearwater, Fla., team has formed a new partnership with Lithionics Battery. In addition to building awareness about Lithium Ion battery technology and the Lithionics Battery's product line, Team Pelfrey will use Lithium Ion batteries from the Florida company throughout the 2011 Star Mazda season. Thanks to the advanced technology being used by these batteries, the Team Pelfrey cars are losing seven pounds of harmful lead, giving the team what it believes will be a competitive advantage.

"We're excited to welcome Lithionics Battery to the team for 2011," said Team Pelfrey Team Manager Geoff Fickling. "It's not everyday that you get to partner with a sponsor whose products not only translate right to our industry, but are the latest and greatest in terms of technology. Lithionics' line of Lithium Ion batteries is second to none, so we're understandably thrilled to have the opportunity to install them into our racecars this season."

Lithionics Battery, located in Clearwater, Fla., takes pride in making the safest, longest lasting, lightest weight battery for a number of applications, including automotive engine cranking, motorcycle, Power Sports, RV and marine deep cycle, Golf Carts. For a long time Lithium batteries have been known for being long lasting, high powered and light weight. Since the development of using iron phosphate as the cathode material for lithium, a stable, safe lithium battery can now be made in virtually any size and for virtually any use. As a result, Lithionics Battery now offers a line of automotive racing batteries and high performance engine cranking batteries for the consumer, using the latest technological advancement in Lithium Ion.

Team Pelfrey enters its inaugural season of Star Mazda Championship action poised to challenge for wins and potentially a series title. Building on previous success in the IndyCar series ranks, the Florida-based squad, has signed Skip Barber National race winner Nick Andries and reigning Star Mazda Rookie of the Year Connor De Phillippi to lead the charge in 2010.





Team Pelfrey begins its pursuit of top honors in the 2011 *Star Mazda Championship presented by Goodyear* on March 26<sup>th</sup>, with its home race on the streets of St. Petersburg, Fla.

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 Lithionics Battery can be found at [www.LithionicsBattery.com](http://www.LithionicsBattery.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.

