



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

### **DESTINATION AUDIO TO SPONSOR TEAM “FLAMING FIERO GANGSTA CRACKERS” IN 24-HOURS OF LEMONS RACE**

**LAYTON, UT – September 29, 2009** – Destination Audio, a manufacturer of globally-distributed high performance custom installation products, today announced the company’s second-year sponsorship of 24 Hours of LeMons racing team Flaming Fiero Gangsta Crackers. “The Lamest Day” race will take place this coming Saturday and Sunday, October 3 & 4 on the Nelson Ledges Road Course in Nelson Ledges, Ohio. The winner of the upcoming 24-hour race will receive a grand prize of \$1,500 (in nickels).

Destination Audio’s 2009 sponsorship of team Flaming Fiero Gansta Crackers evolved from the company’s sponsorship of Co-captain and 2007 National GT Club (NGTC) Midwest Rookie Driver of the Year, Randy Looke. Looke owns Deerpark, Illinois based Sound and Video Consultants, a specialty audio video sales and installation company, and is a valued Destination Audio dealer. “We are more than prepared to dominate this race beyond a shadow of a doubt,” said Looke. “However, in the event our car breaks down within the first 3-4 laps, we reserve the right to retract the previous statement. Regardless, should we be fortunate enough to win the race amongst the 200 participating teams, it is our intention to donate the grand prize to the Susan G. Komen for the Cure® foundation.”

For less than \$500, Looke and his team have re-built their #9 race-worthy, 1988 Pontiac Fiero GT which actually caught fire during last year’s race in Toledo, Ohio, hence the team name change to Flaming Fiero Gangsta Crackers. Other team members include an eclectic group of drivers, Captain Howard French (Commercial Airline Pilot), Gene Durbik (Porsche and Audi Master Mechanic), Jim Weidner (SAE Certified Mechanic), Rich Schoonover (Real Estate Broker), and the pit crew: Ed Liedecker (Cost Analyst for Northrup Grummond), Doug Coup (Owner of DC Construction), and Scott Lyons (Special Services Social Worker).



Fans will be able to watch live streaming video of #9 Flaming Fiero Gangsta Crackers' pit setup and chat with the team during the race by visiting [www.ustream.com](http://www.ustream.com) and searching for "24 Hours of LeMons FFGC". Going above and beyond simply participating in the race, the team has also created a trophy aptly named the "Coolest Pit Award" which will be awarded to the team with the coolest pit setup at the race.

Links to images of the #9 Flaming Fiero Gangsta Crackers Car and Team:

[http://www.destinationaudio.com/press/FFGC\\_01.jpg](http://www.destinationaudio.com/press/FFGC_01.jpg)

[http://www.destinationaudio.com/press/FFGC\\_02.jpg](http://www.destinationaudio.com/press/FFGC_02.jpg)

[http://www.destinationaudio.com/press/FFGC\\_03.jpg](http://www.destinationaudio.com/press/FFGC_03.jpg)

#### About Destination Audio

Destination Audio, a privately held company headquartered in Layton Utah, is a manufacturer of audio products for residential and light commercial installations. The company offers a variety of audio solutions to fit any application and budget. Destination Audio's products include built-in speakers, freestanding speakers, outdoor speakers and electronics. The company sells its products through a network of authorized distributors around the world. For more information, visit [www.destinationaudio.com](http://www.destinationaudio.com) or call 800-543-2205.

#### About 24 Hours of LeMons

The 24 Hours of LeMons is a nationwide endurance racing circuit restricted to cars that are purchased, fixed up, and track-prepped for a total of \$500 or less, excluding safety gear. Winners of the race receive a grand prize of \$1,500 (in nickels), and penalties during the race include such ludicrous concepts as "The Barnyard," where steel barnyard figures are welded to the vehicle for the duration of the race, and "The Declaration," where penalized drivers must recite a four-page declaration of their ignorance and stupidity to the entire viewing crowd before continuing the race. For more information, visit [www.24hoursoflemons.com](http://www.24hoursoflemons.com) or call 510-655-5980.

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