



HOT PRODUCTS USA NAMED AS TITLE SPONSOR OF THE 2010 APBA MARK HAHN MEMORIAL HAVASU 300 NATIONAL TEAM ENDURANCE RACE

For Immediate Release

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Fountain Valley, CA- A multi-year agreement has been reached with **HOT PRODUCTS USA, San Diego, CA** to be named as title sponsor of the APBA Mark Hahn Memorial Havasu 300 National Team Endurance Race. Event co-promoters Jim Russell, **DSM Events** and Executive Producer, **Mike Follmer** are extremely pleased to have **HOT PRODUCTS USA** come on board as the title sponsor, "We are thrilled to have **HOT PRODUCTS USA** become an integral part of this event." Follmer added "To establish the multi-year agreement with Scott Saito, President of **HOT PRODUCTS, USA** is yet another indicator of how this event has grown in world -wide recognition and popularity as it is fast becoming the premiere PWC endurance event to attend." **HOT PRODUCTS USA/EXCEED INTERNATIONAL** is a worldwide recognized leader in distribution of performance PWC parts and accessories. Scott Saito, President of **HOT PRODUCTS USA** had this to say about the partnership "I am very pleased to have my company involved with Mike and this very special event. I have been to each of the past 5 years races and have seen it grow consistently to be the biggest event of its kind. We find this event to be a spring board to promote to our customers world-wide." The Mark Hahn Memorial 300 has truly become an international sensation in the racing world with more riders participating from over a dozen countries from around the world. Saito continued "I am pleased to join offshore endurance champion and co promoter Mike Follmer in signing a 3 year title agreement for this great event we are looking forward to marketing this event through our extensive dealer network all over the world."

The sixth Annual "World's Longest Continuous PWC Race" will be held on February 27, 2010 from Crazy Horse Campground in Lake Havasu City, Arizona. **HOT PRODUCTS USA Presents the 2010 APBA Mark Hahn Memorial**, 300 Mile Team Endurance Race will once again be sanctioned by the American Power Boat Association (APBA), and it is expected to have over 70 teams entering the grueling 300 mile event.

www.hotproductsusa.com
www.apbaracing.com, and

www.pwcfun.com/markhahn300.asp,

www.pwctoday.com,

and www.pwcoffshore.com .