



May 7, 2012 -- As many of you know, last week was the official release of Press Pass' newest NASCAR trading card release – 2012 Press Pass Ignite Racing. We are very excited about this new product, and hope you will share in our excitement once you experience the product.

We are aware of rumors which surfaced last week about Brad Keselowski's autographs in this product appearing not be hand-signed. It appears there was an accident related to the autograph sheets (as opposed to traditional autograph cards) that were sent to Brad to be signed for Ignite and unfortunately they were mistakenly mishandled and signed with an autopen. Press Pass takes authenticity very seriously, and we want our collectors to know that we would never intentionally put autographs into our products that were not authentic hand-signed signatures.

We are confident that this is an isolated incident and that no other autographs from any driver in Ignite or any of our other products are affected. Press Pass has also reached out to the drivers and team representatives and reiterated internally the importance of following the proper procedures to ensure that all autographs are authentic.

We are all eager to correct this error as quickly as possible. Press Pass will be sitting down with Brad within the next few weeks to have the autograph sheets re-signed. Press Pass has also begun the process of having new cards printed, and each card will be rebuilt with the authentic autograph and a prime swatch of race-used firesuit from Brad.

In addition, everyone who received one of the Brad Keselowski Ignite Ink autographed cards and sends it in will also receive a retail box of 2012 Ignite Racing (a \$20 value). Plus, your name will be entered to win a trip for two to an upcoming race to watch Brad race in person!

If you have received one of the Brad Keselowski Ignite Ink autographed cards, please contact us at info@presspassinc.com. We will provide you with instructions for redeeming your card. We thank you for bringing this matter to our attention and we appreciate your patience as we worked to resolve the issue as quickly as possible. Thanks to all of our loyal customers for your continued support. We want to be fully transparent with this situation, so please don't hesitate to contact us if you have any questions.