



NEWS ANNOUNCEMENT FOR IMMEDIATE RELEASE

Media Contact:
Helder Cristovao
(908) 578-7667
helder@dgtrials.com

DGTRIALS BRINGS DRIFTING TO THE FOREFRONT WITH THE SIDEWAYS SALVATION SERIES

HILLSBOROUGH, N.J. -- January 21, 2004 – The Drift and Gymkhana Trials Association (DGTrials) today announced the debut of its competitive drifting series entitled the "Sideways Salvation Series." DGTrials will host events throughout the 2004 race season at numerous venues including New Jersey's Englishtown Raceway Park and Pennsylvania's Beaver Run Motorsports Complex.



"We're very excited to be offering drift enthusiasts more opportunities to demonstrate and practice their skills safely in 2004," said President/CEO Erik Jacobs. "After great success in the Northeast in 2003, we're pleased to offer the SSS as a competitive forum to display drifting's exciting atmosphere and showmanship. This series is sure to bring out the best drivers and help establish drifting as a world-class sport of skill, speed, and style."

To complement the events, DGTrials will add a series-dedicated portion to its Web site so fans can keep track of their favorite drivers, including statistics, point standings, and one-on-one interviews. Also available will be event dates and results with in-depth coverage, featuring various multimedia items including movie and image galleries. Coverage will be available at www.dgtrials.com.

"This year will be a very exciting one for DGTrials with the introduction of the SSS," said Jacobs. "DGTrials is poised to facilitate drifting's growth via a grassroots movement that stresses accessibility. We want everyone to enjoy drifting and are working closely with sponsors and contributors to further enhance the drifting experience."

In addition to the Sideways Salvation Series, DGTrials will continue to host its Drift Out Wednesdays events, designed for drifters of all skill levels to practice their skills and learn from DGTrials staff and fellow drivers. DOWs are hosted by the DGTrials staff, which regularly takes driver suggestions into consideration, creating a tight-knit organization that is focused on making drifting safe and fun for as many people as possible.

About DGTrials

DGTrials was founded in March 2003 to establish drifting and gymkhana as fun and accessible forms of motorsport that test driver skill and control. DGTrials is committed to safety and education; it strives to bring awareness and participation in drifting and gymkhana to the forefront of American motorsport and will always work to expand the sport while supporting the drivers that make drifting and gymkhana exciting to participate in and watch. For more information, please visit us at www.dgtrials.com.