

RESTART COMMUNICATIONS, LLC

P.O. Box 24358

Speedway, IN 46224-0358

For more information:

Linda Mansfield

Cell: (317) 201-0729

E-mail: LindaKMansfield@cs.com

New Foschi University Apparel Makes Some Kind of Statement; All Profits Will Support Not-for-Profit Sam Schmidt Paralysis Foundation

SHERIDAN, Ill., Jan. 25 — Some of America's most famous race car drivers are graduates of Foschi University.

Now they — and everybody else — can show their “school spirit” while helping the not-for-profit Sam Schmidt Paralysis Foundation by purchasing a brand new line of Foschi University apparel at a special Web site at foschiu.com.

Mike Foschi, who along with Dan Andersen founded and owned the predecessor to the USF2000 National Championship from 1991 to 2001, has teased, insulted and generally shown no regard whatsoever for some of today's top drivers while they were in their formative years racing F2000 cars. As they went through what he likes to call the “School of Hard Knocks” and progressed to higher levels of the sport, they continued to find him if not endearing, at least always amusing.

In that spirit Foschi worked with ZAT Graphics to produce custom-made Foschi University apparel that is now available to the public. The initial line consists of T-shirts, sweatshirts, hoodies and caps ranging in price from \$17.50 to \$45.00.

All the profits from every Foschi University sale are donated to the not-for-profit Sam Schmidt Paralysis Foundation, the brainchild of former USF2000 and IndyCar driver Sam Schmidt, who has a real diploma from Pepperdine University in addition to his paperless degree from Foschi University.

m-o-r-e

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When asked what he was getting out of this expansion into the world of high fashion, Foschi said, "I ain't keepin' crap. Every bit over the cost of the apparel and shipping goes to help Sam's foundation.

"Our apparel will give everyone who sees it a quick lesson in one of Foschi U's most popular subjects — reading between the lines," he added. "To the 'uneducated' it is just another college shirt, but you know better. You're making a statement, and at the same time helping out a great charity."

Early market research has shown that one of the most popular items is a sweatshirt sporting the line, "I got my B.S. degree from Foschi University."

Insiders know that doesn't stand for Bachelor of Science.

Foschi University apparel is sure to be the hottest fashion trend this year on the circuit of the newly revitalized USF2000 National Championship, a 12-race series that is sanctioned by the Indy Racing League, presented by Cooper Racing Tires and powered by Mazda.

To order online, see foschiu.com. For more information contact Chuck Lessick of ZAT Graphics, which is the only authorized distributor of Foschi University products, by writing to that company at P.O. Box 788, Sheridan, Ill. 60551; calling (815) 495-9623, or e-mailing info@zatgraphics.com.

Plus sizes are not a problem.

Foschi University has retained the motorsports public relations firm Restart Communications to handle its media relations, including the scheduling of interviews and red-carpet appearances. Its president is an FU alumna too.