



**DAREDEVIL NAMED
"OFFICIAL ENERGY DRINK"
OF BEST IN THE DESERT**

November, 2007 Las Vegas, Nevada

Casey Folks, Director of Best in the Desert, announced that Daredevil Energy Drinks has been named as the "Official Energy Drink" of the Best in the Desert series. Folks made the announcement today, leading up to the final race of the Best in the Desert season, Henderson's Terrible "400", November 30 and December 1-2.

Folks said, "I am excited to announce this new Sponsorship with Daredevil Energy Drinks. The Best in the Desert Series is an ideal venue for Daredevil to showcase their adrenalized Energy Drinks, where they can take advantage of the opportunities our series offers."

Bobby Giacobbe, founder of Daredevil, commented, "Our company was searching for a direct association link to individuals who live on the edge. The connection between Daredevil and off-road racing seemed to be a perfect fit. Daredevil Energy Drink and Daredevil Lighter Fluid are targeted at individuals who are ready to take risks, follow their passions, and thrive on the possibility of defying all odds. What better place to do this than in the throes of hard-charging, off road racing. Being associated with these every-day Daredevils and the teams that support them, will only enhance our reputation for being the most effective, best tasting and highest quality energy drink."

Folks continued, "Daredevil's first opportunity to take advantage of their new sponsorship will be the final race of the Best in the Desert season, Henderson's Terrible "400", November 30 and December 1-2. We welcome Daredevil and Bobby on-board to join our other major sponsors, and look forward to the relationship."

For full details on the complete line of Daredevil energy drinks, visit: www.daredevilenergydrink.com

Off-Road Racing's Best-Run Series ... Best In The Desert!

Further information is available from:

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