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## **Fusion Energy Boost Partners With World of Outlaws Series, Teams**

CONCORD, N.C. — Sept. 3, 2008 —World Racing Group (OTCBB:WRGI) and Bond Laboratories, Inc. (OTCBB:BNLB), are pleased to announce today that Fusion Energy Products is partnering with the World of Outlaws through 2009 as the” Official Energy Boost of the World of Outlaws.”

In addition, Fusion Energy Products, manufacturer of Fusion(TM) 6+hr. 2oz. Energy Boost and other Fusion(TM) nutritional energy products, will also be the primary sponsor of the cars of both rising star Sam Hafertepe Jr. in the Advance Auto Parts World of Outlaws Sprint Car Series and current points leader Darrell Lanigan in the World of Outlaws Late Model Series.

“Fusion™ Energy Products are a natural fit for all elite competitors. Race car drivers are a prime example of athletes that need instant energy and the ability to focus at all times,” said Eric Schick, President of Bond Laboratories. “We are excited to sponsor the entire World of Outlaws series, as well as backing two of the strongest teams. Darrell Lanigan is well on his way to winning the World of Outlaws Late Model Series championship this season, which fits well with our recent sponsorship of L&M Racing, the 2008 Supercross World Champions. Sam Hafertepe Jr. has the talent and skills to be an Advance Auto Parts World of Outlaws Sprint Car Series champion down the road. They are the perfect fit to represent Fusion Energy because like our Fusion 6+Hour 2oz. Energy Boost, focused energy is the core to their success”

Lanigan unveiled his Fusion Energy Boosts Ford Fusion during the Oil Region Labor Day Classic last weekend at Tri-City Speedway in Franklin, Pa., while Hafertepe will roll out his Fusion Sprint Car at the 55<sup>th</sup> Annual Gold Cup Race of Champions this weekend at Silver Dollar Speedway in Chico, Calif. In addition, all in-car cameras during SPEED broadcasts are titled “Fusion Energy In-Car shots.”

“Utilizing our ability to strategically integrate marketing programs on several media platforms along with on-site promotion capabilities maximizes the value of Fusion’s exposure and partnership with the World of Outlaws,” said Ben Geisler, World Racing Group Chief Marketing

Officer. “Taking it a step further, we were able to bring two of our teams together with Fusion for even more success. With an aggressive program, including complete on-site and media integration across SPEED, DIRTVision.com and WorldofOutlaws.com, we’re excited to have Fusion as a World of Outlaws partner.”

#### **About World Racing Group**

Based in Concord, N.C., World Racing Group, Inc. (WRGI), (OTCBB: WRGI) is a national sanctioning body, real-estate operator, and sports entertainment company serving the dirt racing industry. WRG sanctions sprint car racing as the Advance Auto Parts World of Outlaws Sprint Car Series™, late model racing as the World of Outlaws Late Model Series™, big block modified racing as the Advance Auto Parts Super DIRTcar Series™ and sanctions more than 4,000-races a year under the DIRTcar Racing™ banner. In addition, WRG owns and operates seven speedways. WRG races can be heard online at [DIRTVision.com](http://DIRTVision.com)®.

To learn more about World Racing Group, visit [worldracinggroup.com](http://worldracinggroup.com).

#### **About Bond Laboratories**

Bond Laboratories is a premier marketer and manufacturer of nationally branded nutritional products. Bond has brought together a seasoned team of highly successful sales and marketing executives with considerable experience in the launch and development of many well known branded products. With our previous nutraceutical and pharmaceutical sales and management expertise, Bond Laboratories, Inc. is currently focused on developing proprietary products, as well as delivery platforms, that address the needs and concerns of today's consumer. For more information on Fusion(TM) Energy Products, interested persons can go to [www.fusionboost.com](http://www.fusionboost.com).