

Zouire Marketing Group awarded Petty Racing

Randleman Nc., November 2007 – Petty Enterprises announces Zouire Marketing Group as the exclusive provider for the on-line store. Available merchandise will include items showcasing the #43 Bobby Labonte, #45 Kyle Petty and the legendary Richard Petty. An assortment of licensed product will include die-cast, hats, t-shirts, jackets and more.

The completely redesigned store will launch the week prior to the 2008 Daytona 500. Plans are to have increased marketing campaigns designed to drive traffic to the new site and create excitement throughout the 2008 race season.

The Petty Racing account will be managed by the Licensing Division at Zouire Marketing Group. Other accounts included in this division are the United States Golf Association (USGA) and the Ladies Professional Golf Association (LPGA).

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