

foneGEAR and www.foneGEAR46.com To Grace The Hood Of Crocker Entry In Daytona

February 11, 2008 – Daytona Beach, FL– The *foneGEAR* product line will make its NASCAR debut at the Craftsman Truck Series with female driver Erin Crocker in the season-opening Chevy Silverado 250. The storied Daytona International Speedway is the perfect setting for the *foneGEAR* name to make its grand entrance into NASCAR racing via the www.foneGEAR46.com promotion. Just as Daytona is a must see for race fans, *foneGEAR* is the must-have item for accessorizing their cellular phones, MP3-players and iPods.

foneGEAR is utilizing its relationship with Erin Crocker to promote its *foneGIRL* line of products. Targeted towards Crocker's female fan base, *foneGIRL* adds spark and fashion to their otherwise drab mobile devices. Male race fans should have no fear, however. *foneGEAR* has a wide product line for everyone.

In addition to their forthcoming line of NASCAR Sprint Cup phone cases which will debut in Spring 2008, *foneGEAR* also manufactures and distributes a complete line cell phone cases, plus other licensed products for the NFL, more than 85 college teams, Realtree and Mossy Oak brand camouflage, and Professional Bull Riders.

In addition to designing unique cell phone cases and the new pink paint scheme for the No. 46 Chevrolet Silverado of Crocker, *foneGEAR* has designed special product promotions to kick off our support for NASCAR, which will be available at www.foneGEAR46.com, effective today through March 30th.

"With their new NASCAR line debuting this spring, the timing is perfect to showcase *foneGEAR* with a special pink paint scheme on the No. 46 Silverado. We have terrific potential to grow this program with *foneGEAR* beyond the first two races of the season, and I know that is the goal of everyone involved," Crocker said.

For the devoted NASCAR fans that stay dedicated to the sport's sponsors, female fans can now turn to *foneGEAR* for a cute, sassy and fashionable way to showcase their cell phones, just like Erin.

"I am excited to be a part of the www.foneGEAR46.com and Morgan-Dollar Motorsports program for the Daytona and California races," Crocker added. "There are so many female NASCAR fans, as well as a growing number of younger race fans, who are always looking for unique products that allow them to proudly display their loyalty to the sport, but want something trendy at the same time.

"Morgan-Dollar has consistently fielded exceptional trucks through the years, and are contenders for wins and championships every time they unload at a track. We had a great test at Daytona, so I am looking forward to a solid SPEEDWEEKS in the *foneGEAR46.com* race truck."

Added truck owner David Dollar, "We're excited to have Erin in our truck for Daytona. It's exciting to start the season off with a new sponsor, too. This is a really great program. They've set up a page to track how dedicated NASCAR fans are. All they have to do is go to www.foneGEAR46.com to buy personalized cell phone, MP3 or iPOD accessories and licensed cases, or enter coupon code **46** on www.foneGEAR.com to qualify for free ground

shipping on their order. They have a style to fit almost everyone's needs. They sure do come in handy."

foneGEAR, Morgan Dollar Motorsports, and Erin Crocker have also teamed up with St Jude Children's Research Hospital in Memphis, TN. Patients of St Jude and their families are never asked to pay for care, treatment, medicine, travel or lodging, so these young heroes depend on public donations to continue support for the preeminent cancer center in the world. The #46 truck will feature St Jude on the truck bed, and fans are encouraged to go to www.racingtosavelives.org to learn about and participate in the St Jude NASCAR campaign.

Crocker and the No. 46 www.foneGEAR46.com Chevrolet Silverado will first qualify for the event on Thursday, February 14th. The Chevy Silverado 250 is set to begin at 8 P.M. EST on Friday, February 15th.

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About Morgan Dollar Motorsports Owned by David Dollar, Morgan Dollar Motorsports has been running full-time in the NASCAR Craftsman Truck Series since the 2004 racing season. The team has a storied list of drivers including Sprint Cup Series champions Tony Stewart and Bobby Labonte. Labonte gave the team their first win in March of 2005 at the Martinsville Speedway. The team's most recent victory fell in 2006 at the Texas Motor Speedway with Clint Bowyer at the helm. Erin Crocker is scheduled to pilot the Morgan Dollar Motorsports machine through the first four events of 2008.



About foneGEAR: Headquartered in Rochester Hills, MI, foneGEAR provides a wide range of accessory products for the mobile lifestyle and has developed a number of innovative new designs for both the headset and accessory markets for mobile phones, music players, "smartphones," and specialty products. More information about foneGEAR products may be found at www.foneGEAR.com. Contact Jonathan Stein, Marketing Manager for foneGEAR at 248-844-8000 x223 or jstein@foneGEAR.com.



About St. Jude Children's Research Hospital St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. No family ever pays for treatments not covered by insurance, and families without insurance are never asked to pay. St. Jude is financially supported by ALSAC, its fundraising organization.

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