

FOR IMMEDIATE RELEASE



Keyed-Up Motorsports Team Owner Raymond Key Uses NASCAR To Help ForKids Charity

Owner of the No. 90 Chevy Impala in Sprint Cup Series makes commitment to raise awareness about homeless families with children.

Mooresville, NC (January 5, 2010) – Raymond Key, prominent Virginia businessman and team owner of the Keyed-Up Motorsports No. 90 Chevy Impala in the NASCAR Sprint Cup Series, has a proven track record of success. His “day job” as owner of Raymond Key Commercial Contracting, based in Virginia Beach, VA, has given him a very good life and the opportunity to pursue his passion of racing in NASCAR’s top series.

But, Key also has another passion, one that truly has captured his heart- ForKids, a Norfolk, VA-based non-profit organization. Key will donate a portion of the proceeds generated from Keyed-Up Motorsports’ endeavors on the track to ForKids. But, equally important, Key is committed to raising awareness about ForKids’ remarkable efforts to make substantial differences in the lives of needy families.

No stranger to poverty, Key joined efforts with ForKids to help homeless families with children in getting their lives back on track; much like Key’s own family was forced to do after the divorce of his parents, extreme poverty, and the murder of his father in 1975.

ForKids helps families that have a variety of hardships, including: chronic hunger, disabilities, domestic violence, mental illness and housing-related debt. In addition, the current economic crisis has created a new reality, homelessness and threats of homelessness are no longer conditions faced solely by the poor, uneducated, and unemployable. Homelessness has gone mainstream and is bringing in its wake an entirely new class of needy—those who have always been self-sufficient, stable, and financially solvent.

Key’s involvement goes far beyond being the premier sponsor for ForKids, he also sits on their Board of Directors. It is solely due to the hard times personally experienced by Key as to why this charity is so near and dear to his heart. With each family that progresses through the ForKids program, Key sees himself as a little boy, watching his mother struggle and says to himself, “This is why I believe in this program.”

If possible, please help ForKids make a difference in the lives of homeless families with children. To find out more information about this worthy cause, please visit ForKids on the web at: <http://www.homesforkids.org>

About Keyed-Up Motorsports in the NASCAR Sprint Cup Series

Founded by prominent Virginia businessman Raymond Key, Keyed-Up Motorsports in the NASCAR Sprint Cup Series is the sister team of Key Motorsports. Keyed-Up was formed in 2009 to expand the Key family-owned racing operations to the top three tiers of NASCAR. Fielding the No. 90 Chevrolet Impala, Keyed-Up Motorsports plans to race to win and will make its highly-anticipated NASCAR Sprint Cup Series debut in the 2010 Daytona 500. For more information about Keyed-Up Motorsports on the web, please visit:

<http://www.KeyedUpMotorsports.com>

Media Contact Information

Mark Murphy

Wild Sports Marketing

PO Box 902

Pioneer, OH 43554

Ph: 419-330-1010

Web: <http://www.wildsportsmarketing.com>