



FOR IMMEDIATE RELEASE
2/21/06

PILOTI INC. DESIGNATED THE OFFICIAL FOOTWEAR OF THE SCCA SPEED WORLD CHALLENGE CHAMPIONSHIPS AND SPONSOR OF THE ROOKIE OF THE YEAR AWARD

Westlake Village, CA. – February 21, 2006 - Piloti Inc., premier racing and performance driving shoe manufacturer, announces their partnership with SCCA Pro Racing and designation as the Official Footwear of the SCCA SPEED World Challenge GT and Touring Car Championships. In this new role, Piloti is now the sole footwear supplier to SCCA Pro Racing and is recognized as the preferred supplier to World Challenge Race Teams.

Piloti is also recognized as the title sponsor of the Rookie of the Year Award program for both the SCCA SPEED GT and Touring Car Championships. The rookie competitor who compiles the greatest number of championship points throughout the season will be recognized as the Piloti Rookie of the Year and will receive \$2,500 at the year-end Championship banquet.

Throughout the year, a Rookie of the Race will also be selected and will be awarded a pair of Piloti driving shoes in the Winner's Circle following each race.

"We're very excited to begin this relationship with Piloti, which makes very stylish and functional footwear for use both at and away from the track," SCCA Pro Racing President Earl Knoper said. "Not only will they be a partner and sponsor of the Rookie program, but look for some unique, SPEED World Challenge branded footwear this summer."

With its reputation as the top production based road racing series in the world, the SCCA SPEED World Challenge GT and Touring Car Championships provide teams, manufacturers and aftermarket suppliers a competitive production-based race series in which to prove their products and compete for close to \$1 million in purse and contingency payouts. Race fans can catch the action at top venues from Sebring International Raceway to Mazda Raceway Laguna Seca or tune into the SPEED Channel for exciting event coverage.

"As a fan of the SCCA's SPEED World Challenge I'm proud to have Piloti designated the official footwear of the series. Production car based road racing is as authentic as it gets", said Kevin Beard, Piloti founder and CEO. "We at Piloti are thrilled to be a part of it."

To learn more about the SCCA SPEED World Challenge Championships, visit <http://www.world-challenge.com/>

Piloti is the leader in automotive footwear technology with its patented spherical Roll Control™ heel construction, reinforced sides, and unique bio-mechanical technology that gives the driver perfect pedal feel and enhanced car control. Piloti designs motorsports athletic footwear, apparel and accessories that are distributed to specialty footwear retailers worldwide. Log on to www.piloti.com or call (866) 374-5684 for more information.

For additional information, please contact:

Kelly Burg
Piloti Inc.
Media Director
Toll free: (866) 374-5684
Cell: (805) 908-1006
E-mail: pr@piloti.com
Website: www.piloti.com

###