



**FOR IMMEDIATE RELEASE**

**04/17/06**

**Piloti Inc. Announces Their Sponsorship of the Second Annual**

**MarqueMadness May 4-7, 2006**

**Westlake Village, CA – April 17, 2006** - Piloti Inc., premier racing and performance driving shoe manufacturer, announces their sponsorship of the second annual MarqueMadness car festival to be held in conjunction with the U.S. Sports Car Invitational at Mazda Raceway Laguna Seca May 4-7, 2006

MarqueMadness is a spectacular, one of a kind event held on the beautiful Monterey Peninsula that brings car clubs, motorsports enthusiasts, and families together for four days of motoring fun. Audi, BMW, Porsche, Ferrari, Cobra, and Corvette – just a few of the marques that will be represented at MarqueMadness 2006!

Festivities include:

- Parade Laps of the Raceway: keepsake photos taken at Laguna Seca's famous Corkscrew.
- MarqueMadness Hot and Loud Laps: Interspersed with the Rolex Grand-Am test day, this is a rare unlimited sound day at Mazda Raceway Laguna Seca. Driving instructors from Hooked On Driving will act as event masters. [www.hookedondriving.com](http://www.hookedondriving.com)
- Marque Club Driver Shootout Autocross: Drivers compete for prizes and bragging rights. Event masters are autocross pioneers and specialists Dennis and Peggy Hale.
- MonteMadness TSD Rallye: Mastered by rallye guru Bill Jonesi, this event will be ideal for both expert and novice participants.
- FotoFun Rallye: a great way to get to know your navigator better and have a blast touring the Monterey Peninsula.
- Marque Club Corrals: For members and non-members to enjoy. You'll see Mazda Raceway Laguna Seca dressed up to create a festival atmosphere.
- MarqueMadness BBQ Mixer – A unique social gathering for all participants with special VIP guests from the motorsports world, including professional drivers from the Rolex Series.
- Piloti Driving Shoes prize drawing: Sign up for the MarqueMadness e-newsletter for a chance to win a pair of Piloti Driving Shoes.

Led by motorsports enthusiasts and marque club members Terry Geiser and Jim McCord, MarqueMadness has committed a percentage of event proceeds to the Wheelchair Foundation and Rancho Cielo. For ticketing and registration or to learn more about MarqueMadness, please go to [www.marquemadness.com](http://www.marquemadness.com).

**About Piloti:**

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. [www.piloti.com](http://www.piloti.com)

**For additional information, please contact:**

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