

## TOM BRADFORD NHRA PRO STOCK MOTORCYCLE RACING NEWS

### Bradford Teams Up with The Sportsman Channel



NHRA Pro Stock Motorcycle racer Tom Bradford bagged a big one in the off-season, landing The Sportsman Channel as his team's primary sponsor in 2007. The Sportsman Channel is the only national cable channel dedicated to hunting and fishing programming 24/7/365.

It's a perfect alliance between Bradford, an avid hunting and fishing enthusiast, and a channel dedicated to the sportsman. "My background is a natural for The Sportsman Channel," said Bradford. "Basically, I'm passionate about three things in life: pro stock motorcycle racing, hunting and fishing, and my family."

The Sportsman Channel corporate office is based in New Berlin, Wisc., which is also the home base for Bradford and longtime associate sponsors Hal's Speedshop, Hal's Harley-Davidson/Buell and Stitch-it-Embroidery. "Our mutual sponsors introduced us and were ultimately the connection there," said Bradford, who worked with The Sportsman Channel's Sr. Vice President, Todd Hansen, to form a marketing partnership.

"This is a great opportunity for The Sportsman Channel to form new partnerships and reach out to enthusiasts in other markets," said Hansen. "Tom is an excellent performer and we are excited to meet his supporters at the races."

"My team is obviously very, very enthused about this relationship with a sponsor outside of the motorcycle and automotive industries," continued Bradford. "And we're looking forward to introducing NHRA fans to The Sportsman Channel."



The Sportsman Channel and Bradford Racing concept motorcycle is fully draped in Realtree® All Purpose camouflage pattern. Bradford will wear a similar-looking driver suit and the trailer will also carry all sponsors logos while integrating the camouflage pattern. "The bike is really, really cool the way we're doing it. It's done in a true sportsman theme which is something

that will certainly be unique and interesting to all the NHRA fans," said Bradford.

The Sportsman Channel is dedicated to the over 47 million sportsmen in the U.S. who demand 24/7/365 hunting and fishing programs. The strict programming guidelines don't allow for infomercials, motorsports, bull riding, hiking, cycling or any other variety programming—just tried and true hunting and fishing programming. No other channel can claim this.

And few competitors can claim a first full year in NHRA POWERade competition like the year five-time NHRA national champion Bradford and his team had in 2006. They nailed down a number one qualifier in St. Louis, became the fourth member of the exclusive Mickey Thompson 6 Second Club in Sonoma, made the Ringers Gloves Pro Bike Battle in Indianapolis, finished sixth in the Full Throttle NHRA Pit Crew Championship, and eighth in the POWERade Point Standings. And Bradford finished the season off with a final round appearance in Pomona.

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"I am so fired up about 2007, I just can't wait for Gainesville!" said Bradford, who starts the new season March 15-18 at the ACDelco NHRA Gatornationals at Gainesville Raceway, Gainesville, Fla.

Tom thanked The Sportsman Channel, Red Line Oil, Balbayis Asset Consulting, Hal's Harley-Davidson/Buell, Stitch-it-Embroidery, CRD Inc., MicroBlue Racing, Vanson Leathers, S&S Cycle, Buell Motor Co., T-N-S Machining, Autolite, Simpson, and EBC Brakes for their support of the Thunder Eagle/Tom Bradford Racing Team.

Find out more about The Sportsman Channel at <http://www.thesportsmanchannel.com>

Find out more about Hal's at <http://www.halshd.com>

Find out more about Vanson Leathers at <http://www.vansonleathers.com>

Find out more about S&S Cycle at <http://www.sscycle.com>

Find out more about Buell Motor Co. at <http://www.buell.com>

Find out more about Red Line Oil at <http://www.redlineoil.com>

Find out more about MicroBlue Racing at <http://www.microblueracing.com>

Find out more about Autolite at <http://www.autolite.com>

Find out more about Simpson at <http://www.simpsonraceproducts.com>

Find out more about EBC Brakes at <http://www.ebcbrakes.com>

Find out more about the NHRA at <http://www.nhra.com>

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#### **Final 2006 NHRA/POWERade Point Standings**

8th Tom Bradford 630

#### **Current Ringers Gloves Pro Bike Battle Point Standings**

13th Tom Bradford 270

#### **Final Full Throttle NHRA Pit Crew Championship Point Standings**

6th Tom Bradford/Rob Schopf 377

This team report was prepared by Tim Hailey, <http://www.eatmyink.com>