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for immediate release

Tom Bradford/The Sportsman Channel Buell  
NHRA Pro Stock Motorcycle team report

### **Bradford Expands His Marketing Team**

NHRA Pro Stock Motorcycle racer Tom Bradford has hired a team marketing and public relations director and expanded the role of his webmaster and graphic designer. New hire Scott Gillette will attend all POWERade races for the remainder of the 2007 Pro Stock Motorcycle schedule, servicing current sponsor needs at the track and laying the groundwork for new alliances in 2008. Cindy Bird and her Media 3 Group will enhance Bradford and The Sportsman Channel Buell's exposure in his home state of Wisconsin and on the national stage.



Gillette recently sold his Wisconsin-based Stitch-It Embroidery company, a steady sponsor of Bradford's racing efforts for the last seven years. It was actually Gillette who introduced Bradford to one of Stitch-It's major clients, The Sportsman Channel, who then became Bradford's primary sponsor. When Gillette sold Stitch-It, The Sportsman Channel's Sr. Vice President Todd Hansen suggested that Scott could be a valuable asset to Bradford's team. "Todd realized that I would be a great fit with Tom and his marketing efforts," said Gillette. "I know The Sportsman Channel real well and I know Tom's race team real well."

"Scott's been a close friend of mine going on ten years," said Bradford.

"He's always had a real interest and desire to be a part of the team. He recently sold his company and it seemed like a perfect time for him to get involved."

"I go fishing and pheasant hunting with Tom, our kids play together, and our wives do stuff together," said Gillette. "I think sinking my teeth into something like this should be a lot of fun. I have a marketing and design background and have been around motorsports all my life. I'll be making sure that sponsors are taken care of at the track and have all the knowledge they need to know at the pits. I'll also work on building new relationships at the track and putting things together this year for 2008. A couple of Stitch-It's clients are interested and would make great partners with The Sportsman Channel."



"Scott can see things on a bigger scale, which is what we need," said Bradford. "He can see where we need to go and build the team up a couple more notches. He'll increase the visibility of our team and open up avenues and signing appearances."

"Cindy will be expanding our web-based promotions, some of which we've already planned and have started. She'll drive that effort from the web site, and focus hard on catering to current sponsors and acquiring new ones. She'll also produce the promotional marketing materials, and media and sponsor kits."

"It's really a thrill and an honor to help bring Tom extra notoriety, because he's such a great, down to earth guy," said Bird. "He's Wisconsin's own, but we want to build on that and increase the team's exposure nationally. We've come a long way in the year and a half we've been working together, and we're gearing up to make big strides."

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Bradford and The Sportsman Channel team race next at the Summit Racing Equipment NHRA Southern Nationals April 26-29 at Atlanta Dragway in Commerce, Georgia.

*Continued*

Tom thanked The Sportsman Channel, Red Line Oil, Balbayis Asset Consulting, Stitch-it-Embroidery, CRD Inc., MicroBlue Racing, Bates 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 Bates Leathers at <http://www.batesleathers.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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NHRA/POWERade Point Standings

6th Tom Bradford 122

Ringers Gloves Pro Bike Battle Point Standings

12th Tom Bradford 545

Full Throttle NHRA Pit Crew Championship Point Standings

8th Tom Bradford/Rob Schopf 52

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

Photo of Scott Gillette