

SAMPLE ISSUE

FEBRUARY 2010

LEADFOOT



MEDIA™

DYNAMIC IMPULSE™

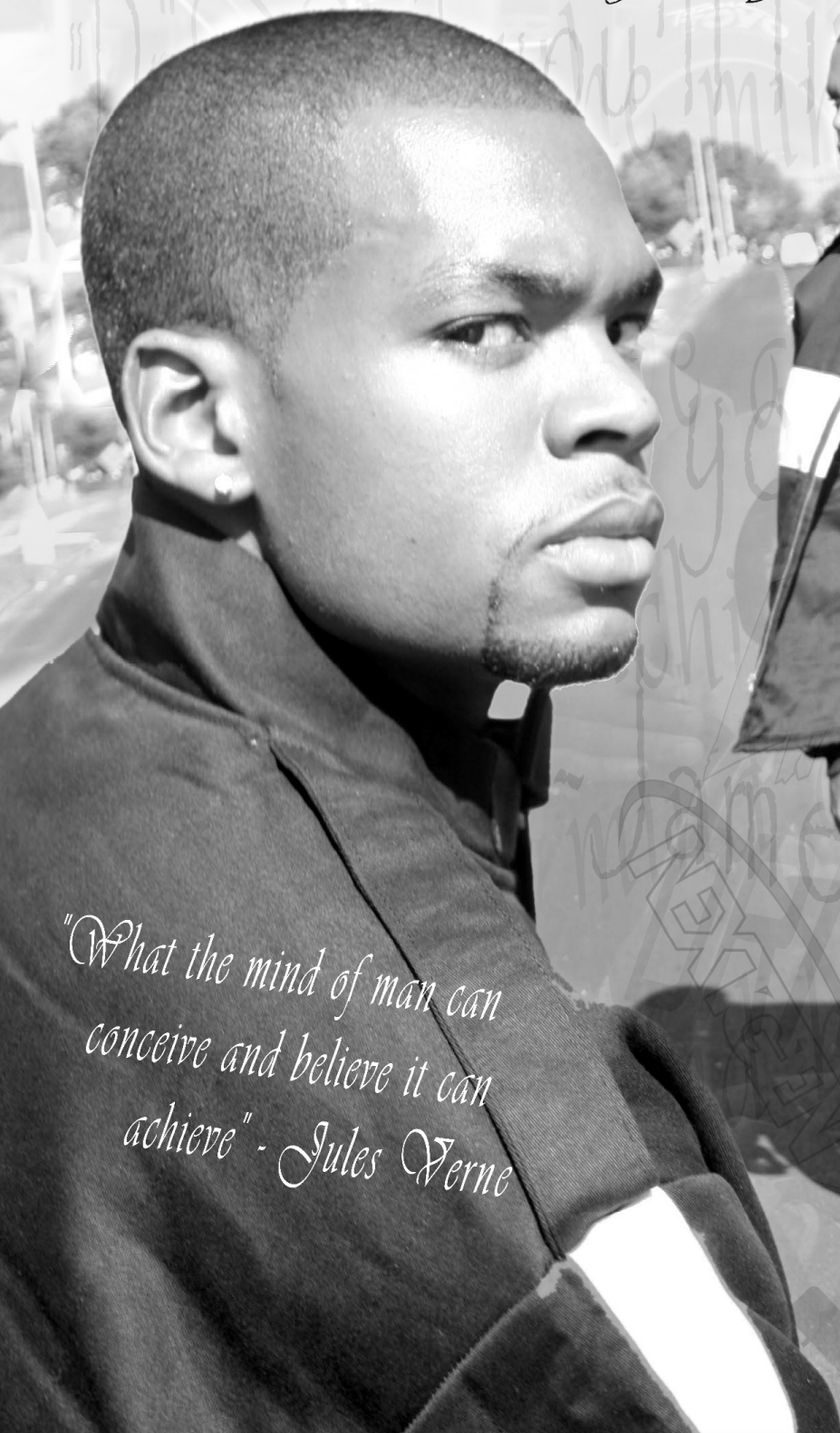
Monthly Magazine Service



BURNING RUBBER
At Sold Out Milan Dragway!

"Dream as if you'll live forever, and live as if you'll die tomorrow!" - James Dean

**LIVE FAST
DRIVE HARD**



"What the mind of man can conceive and believe it can achieve" - Jules Verne

2668 Bay Dr., West Bloomfield, MI 48324 • (313) 282-6251 • brian@leadfootmedia.com

Brian Olatunji – President & CEO

Ian Lewis Moore – Vice President of Marketing & Design

James Farmer – Executive Consultant

Briano
RACING.COM™

LEADFOOT
MEDIA™

© 2010 Leadfoot Motorsports™. Leadfoot Media™ is a division of Leadfoot Motorsports, LLC.



THOUSANDS CHANT "BRIAN O"



BY THE NUMBERS – JULY 3RD RACE AT MILAN DRAGWAY

10,035 Spectators Attended and Chanted Brian's Name

1,000 Autograph Cards Given Away (All Marketing Partner's Logos Appear on Cards)

14th Qualifying Position

116,000 – The number of hits for the USAinFocus.us June article on Brian Olatunji and the entire Leadfoot Motorsports team. It is the most popular feature in the history of the website.



THOUSANDS CHANT "BRIAN O" DURING PRIZE TOSS

Leadfoot Media worked with **Milan Dragway** in advance to entertain the thousands of fans at the race. In between rounds, **Brian O** and the two **Leadfoot** models took the hot red **Pepsi** golf cart in front of the main grandstands. This signaled the track announcers to tell the crowd that they were about to be part of a contest with 10,000 other participants. The rules were simple. The section that screamed "**Brian O**" the loudest would have the honor of catching **Lucas Oil** t-shirts and **Toyo Tires** hats from the **Pepsi Racing** driver and the **Leadfoot Media** models. The announcers on the PA quickly hyped up the screaming audience as **Brian O** and the models egged them on.



"Complete pandemonium, but it was awesome!"
– **Brian O**

The fans were so loud and enthusiastic that when the 10 **Lucas Oil** t-shirts and 2 **Toyo Tires** hats were all gone, **Brian O** opened the cooler in the golf cart and began passing out ice cold **Pepsi Colas** to the enthusiastic audience. Afterwards there was a mad dash of spectators to the **Pepsi Racing** pit area where many autographs and fans for life were born.

We at **Leadfoot Media** plan to continue the Prize Toss at all remaining events. **Current Marketing Partners**, if your company would like to participate please send us the product that you would like us to throw out. When it comes to marketing **Leadfoot Media** style - There Are No Limits™.

NEW TEAM CREW SHIRTS DEBUTED

The brand new Leadfoot Media Designed shirts printed by Vicci Apparel finally arrived, giving the team and all of its marketing partners extra flare!

BRAND NEW WEBSITE



Enjoy the new surroundings! We have consolidated olaraceway.com and brianoracing.com! **Marketing Partners**, see your company logo prominently displayed on every single page!

Click the link below or GOOGLE "Brian Olatunji"

WWW.BRIANOLATUNJI.COM

RACE RESULTS: THE LEADFOOT DESTROYS THE PEDAL... TWICE!

Brian O destroyed not one but two throttle pedals in route to an early round exit during the third race of the Aeroquip Heads-Up series at Milan Dragway. Coming off of a number 14 qualifying position both Brian O and the **Pepsi Racing** team were excited and focused on competing for the race win. However the now infamous throttle incidents courtesy of the Leadfoot himself have not only solidified the moniker 'Leadfoot' but also given credence to the urban legend. When Brian O, was asked in post race media of the results from the event, he simply replied... "They don't call me Leadfoot for nothing!"



To no avail this is an issue the team will have resolved and tested prior to the next event scheduled at Milan Dragway on Friday, July 31st. "I am confident my team will give me an indestructible throttle pedal for the next event and a hot rod capable of competing for the win," said Brian O.

AIR TIME

For the second race in a row, Brian O visited the control tower at Milan Dragway to participate in a long interview over the PA. Brian was allowed free reign to excite the fans and over the course of the speech/interview got in strategic **Marketing Partner** mentions of **Pepsi**, **Toyo Tires**, **Lucas Oil**, **North Channel Graphics**, **Jeg's** and **DTS**.

BY THE NUMBERS – DOUBLE HEADER

4th Heads Up Race at Milan Dragway & Night Under Fire at Norwalk Raceway Park

2 Races In 2 Days In 2 States

11,563 Spectators at Milan Dragway

37,000 Sell Out Crowd at Norwalk's Night Under Fire

3,000 "Collector's Edition" Autograph Cards Given Away Over Weekend

2,500 Leadfoot Foundation Youth Empowerment Car Show Fliers Passed Out

13th Qualifying Position in Milan All Motor Class

12th Out of 20 in NHRA All Motor Division Points (Did not attend first event of the season)

22nd Out of Over 200 Pro Bracket Cars at Norwalk

.019 R/T, Brian O Cut the Fastest Reaction Time of the Entire AM Field at Milan



Friday Night Heads Up #4 at Milan Dragway, Michigan – Friday, July 31st



NAPA Night Under Fire at Norwalk Raceway Park, Ohio – Saturday, August 1st
The Largest Single Day Drag Race in the World!

FEATURE: PIT AREA SETUP – MORE THAN JUST A RACECAR



Trailer and Golf Cart Each Includes Brian Olatunji Pepsi Racing Graphics

1 Drive Train Specialties Banner Hangs on Trailer

1 Lucas Oil Banner Hangs on Trailer

1 Lucas Oil Flag Flies on Trailer

1 Jeg's Tent Display

2 6' Center Fold Tables Used for Media Information:
Autograph Card Displays

12 Cases of Pepsi on display for Product Placement

4 Lucas Oil Bottles on display for Product Placement

2 Leadfoot Media Models

7 Leadfoot Media Personnel

3 Leadfoot Motorsports Crew Members in Uniforms Feat. All Sponsor Logos

2.5' Standup Display Poster of Brian Olatunji in Fire Suit

Grilled Food & Snacks For Guests & Marketing Partners

Plus Tons of Fans Hanging Out, Coming And Going!

BRIAN  LATUNJI



ADDRESSING THE STANDS

Before eliminations began at Milan Dragway, and for the third race in a row, Brian O spoke over the PA to the thousands of fans in attendance. Brian O spoke about the double header weekend the team was entering and got in **Marketing Partner** mentions of **Pepsi**, **Toyo Tires**, **Lucas Oil**, **North Channel Graphics**, **Bell Helmets**, **Jeg's** and **DTS**.

DOUBLE HEADER RACE RESULTS



On Friday night Brian O and the **Pepsi Racing** team charged into the 13th qualifying position at Milan Dragway and moved into 12th place in Aeroquip All Motor division heads-up points standings, four positions higher than the team started out at three races ago. In the first round Olatunji was first off the starting line by a large six tenths of a second .062 to .128, but was chased down by the eventual race winner. The purple rocket is continuing to make improvements race after race, Harold Martin and his team of engineers are now aligned with our program to ensure constant improvement and ultimately on track success.

Immediately the crew got to work packing up the massive pit area arrangement in preparation to make the over 150 mile trip down to Norwalk, Ohio for the largest single day drag racing event in the world. The Night Under Fire actually starts in the day time with qualifying at 9 am so the crew knew they needed to act quickly. Unfortunately they discovered a broken throttle cable and made a 4 am pit stop to the team's race shop in Detroit to repair the broken part. Thrashing quickly the crew returned to the road at 5 am in route to Norwalk Raceway Park. This trip to Detroit added an additional 100 miles to an already long night. Despite the minor obstacle the team arrived at the race track in time to assemble the team's pit area which includes most of the items listed above and the team qualified in the 22nd position in the over 200 car field of Pro bracket cars.



Fans were drawn to the **Pepsi Racing** pits and scooped up hero cards, waited in line for Brian Olatunji autographs and posed for pictures with the future drag racing star. In Round One Brian O and team were victorious, but the event was canceled due to persistent rain. The team will be headed out to Milan Dragway later this week for some testing laps to continue to dial in the hot rod in anticipation to better and faster results at the next event at Milan Dragway on Friday, September 4th. The crew has already made improvements to the throttle assembly by adding a linkage courtesy of a trip to Skinny Kid race cars fabrication shop.

PHOTO HIGHLIGHTS OF JULY 31ST RACE AT MILAN DRAGWAY





African World Festival & International Caribbean Festival



Brian O Signing Autographs at the Leadfoot Charity Event

SHOW CAR EVENTS:

August 15th: African World Festival & International Caribbean Festival – Detroit, MI

- Held on the Detroit riverfront, the African World Festival is a family-oriented festival that gathers everyone to celebrate African music and art in Hart Plaza. With more than a million attendees at the weekend-long event, the cultural celebration is Detroit's largest ethnic celebration. Visitors were invited to partake in the free festival and celebrate African culture through music, art and more in August.
- The Leadfoot Team arrived early and placed the Pepsi Hot Rod in the middle of Hart Plaza for all eyes to see. It was on display from day to night for well over a quarter million spectators!

August 22nd: 4th Annual Leadfoot Foundation Youth Empowerment Car Show – Detroit, MI

- For the fourth consecutive year, the Leadfoot Foundation proudly hosted the Youth Empowerment Car Show to raise money for inner-city Detroit area youth by providing back-to-school necessities with an encouragement towards goal setting. The Leadfoot Foundation's flagship philanthropic event is one of two major car shows in the city of Detroit which shuts down a major street.

SHOW CAR BY THE NUMBERS:

African World Festival & International Caribbean Festival

350,000 Attendees for Saturday August 15th

5,000 Brian Olatunji / Pepsi Racing Autograph Cards Distributed and Signed

14 Hours = Car was on display in heart of Hart Plaza from 9 AM until 11 PM

4th Annual Leadfoot Foundation Youth Empowerment Car Show

2,000 Attendees on August 22nd

500 Brian Olatunji / Pepsi Racing Autograph Cards Distributed and Signed

5,000 dollars in the form of donated school supplies

300 kids received a bundle of back to school necessities

SACRIFICES, BLOOD, SWEAT & TEARS



Brian Olatunji
Owner & CEO
Detroit, MI

Kettering University 2005 – Bachelor of Science in Mechanical Engineering

Literally raised at Detroit Dragway by way of his family's (Grandfather John Broaden) involvement as track management, Brian decided to take the road less traveled to become a first generation driver. In his quest he saved the money necessary to earn a TAFC License from Frank Hawley's drag racing school. So determined to accomplish this, Brian sacrificed heat in the dead of Michigan winter during his senior year of college to earn the money necessary to further his dream. While earning his mechanical engineering degree, Brian established Leadfoot Motorsports, LLC as a medium to help him accomplish his goals.

Ian Lewis Moore
VP of Marketing & Design
Seattle, WA

University of Washington 2009 – Bachelor of Arts in Marketing

Ian is a lifelong drag racing fan with driving aspirations. These dreams were inspired by his uncle's (Doug Dragoo) position as an integral crew member on championship winning IHRA and NHRA nitro teams. Not one to be detoured by his family's lack of finances, Ian looked to the business world to make his dreams a reality. Partly due to his exposure to professional teams, Ian understood at a young age that unlocking the keys to business would be his best path to landing a seat in a nitro burner.



A chance encounter on the internet introduced Brian Olatunji and Ian Lewis Moore, which has fostered into five years of hard work, dedication and personal sacrifices to cultivate Leadfoot Media and establish Brian O as a top flight driver. The current economic landscape has provided an opportunity for Brian O and Ian's full-time dedication to their objectives and goals. With success as their guiding principle, the duo reside over 3,000 miles apart. Recent successes notwithstanding, by way of their partnership with PepsiCo, the team is standing by their pact made over five years ago. This gentlemen's agreement dictates that they not physically meet or shake hands until Brian O lands a job as NHRA Top Alcohol racer. Personal sacrifice and faith in one another have been cornerstones to the current and impending success of the full-time volunteer duo.

BRIAN OLATUNJI RACING TIMELINE

1998-2001

2002-2005

2004

2006-2008

2009



NHRA & IHRA Street
Chevy Beretta
FWD, 5-Speed



NHRA & IHRA Super Gas
Chevy Monte Carlo
427 Small Block



Top Alcohol Funny Car
License Earned at Frank
Hawley's Drag Racing School



NHRA & IHRA Super Gas
Chevy Monte Carlo
468 Big Block



NHRA All Motor
Chevy Monte Carlo
498 Big Block



**FAMILY
MEMBER**



**FAMILY
MEMBER**