



Win a 'Pimped Out' Racing-Inspired Lawnmower!

Gold Eagle Co. Announces 'Mowtivating' Consumer Contest

FOR IMMEDIATE RELEASE

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CHICAGO – Gold Eagle® Co.'s Engine Answerman – Bobby Cleveland - will be giving away a 'Pimped Out' lawnmower to one lucky consumer in a contest slated to start in September. The contest, offering three ways to enter, will run for 12 months, with the winner being announced on Sept. 4, 2010 at the 18th annual USLMRA STA-BIL® Nationals Lawn Mower Racing Championship, held in Delaware, Ohio.

Cleveland built this Snapper LT200 lawn tractor himself. It's a 22 horse powered Briggs & Stratton with a V-twin engine, hydrostatic drive, cruise control, chrome wheels and a 52" cutting deck.

"People are always coming up to me at events, asking if any of my racing mowers and other 'toys' are for sale," said Cleveland. "This is a great opportunity for someone to win one – and this one actually cuts grass!"

Consumers will have three chances to enter. There will be a kiosk located at each of the Engine Answerman's events. (Schedule at: www.engineanswerman.com). For a 'second chance' drawing, register at the Engine Answerman's blog, at:

<http://engineanswerman.blogspot.com/> or visit: <http://www.pimpedoutmower.com/>

"We have been communicating directly with our consumers through the Engine Answerman now for about five years," said Manny Grijalva, EVP & Chief Innovation Officer. "These insights have helped us develop new products as well as modify existing products. Having our new kiosk at all events will continue to allow our consumers to tell us what they think and what they want."

To see a video clip of Cleveland and the mower, go to:

<http://www.youtube.com/watch?v=nydAAZHxUWM>

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Gold Eagle® Co. manufacturers leading brands including STA-BIL® Fuel Stabilizer, HEET® Gas-Line Antifreeze, 104+® Octane Boost, Start Your Engines!® Fuel System Revitalizer, NO-LEAK® Treatments, and DieselPower!® Diesel Additives. Details on the full line of Gold Eagle products can be obtained at www.goldeagle.com, calling 800-621-1251 or writing Gold Eagle Co. at 4400 S. Kildare Ave., Chicago, IL 60632.

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Biography: Bobby Cleveland, Locust Grove, Georgia

- **The most decorated Lawn Mower Racing Champion in the history of the STA-BIL National Lawn Mower Racing Series and the U.S. Lawn Mower Racing Association**
- **75 First Place victories, STA-BIL Series**
- **9-time National Champion**
- **World Record Holder: World Land Speed Record – Lawn Mower**
- **Builder of World's First "Monster Mower"**
- **World Record Holder: Monster Mower Jumping**

<u>2009</u>	Featured on Discovery Channel's 'Wreckreation Nation' with Dave Mordal
<u>2006</u>	Sets World Land Speed Record for Lawn Mowers, 81.792 mph at Bonneville Salt Flats, July 4. IMOW Class National Points Champion
<u>2005</u>	Becomes Gold Eagle Co.'s Engine AnswerMan
<u>2004</u>	Represented USA in 2004 World Championships, England 4 th Place Group 3 Class, World Championships, England 5 th Place (tie), BP Class Points
<u>2003</u>	BP Class, Overall Points Champion 5 1 st Place Finishes 2 nd Place, STA-BIL Challenge of Champions Builder of World's First Monster Mower World Record Setter: Monster Mower Jumping

- 2002 BP Class, Overall Points Champion
7 1st Place Finishes
2nd Place, STA-BIL Challenge of Champions
- 2001 BP Class, Overall Points Champion
10 First Place Finishes
Overall Points Champion, BP Class, Lawn Drag Racing
- 2000 Driver of the Year
BP Class, Overall Points Champion
9 First Place Finishes
- 1999 BP Class, Overall Points Champion
23 First Place Finishes
BP Class Points Champion, Lawn Drag Racing\
AP Class Points Champion, Lawn Drag Racing
Member: Team USA in British 12-Hour Endurance Race, England
- 1998 BP Class, Overall Points Champion
4 First Place Finishes
1st Place, BP Class STA-BIL Nationals
BP Class Points Champion, Lawn Drag Racing
- 1997 BP Class, Overall Points Champion
7 First Place Finishes
1st Place, BP Class, STA-BIL Nationals
- 1996 1st Place, BP Class STA-BIL Nationals
1 First Place Finish
- 1995 Turned 85 mph on a lawn mower at Atlanta Motor Speedway