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## **MOLECULE Partners with Formula Mazda Challenge for 2008 Series to be called The MOLECULE Formula Mazda Challenge**

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With the growth and popularity of MOLECULE's line of Nomex® fire suit care products, the next step in the promotion of the brand has emerged with a partnership with the Formula Mazda Challenge Series.

The series will be referred to as The MOLECULE Formula Mazda Challenge, and a new look for the series marketing materials is in the works. MOLECULE will provide sample products to drivers entered in the series, and will be on hand at the events to discuss the products with the end users themselves. "The products are amazing," stated World Speed Motorsports Operations Manager Mark Milazzo. "The MOLECULE guys cleaned a fellow competitor's suit that I would have thrown in the garbage it was so dirty and covered with grease. When they brought it back it was like new, smelled good, and they showed us how well it repelled fluids. I was sold on the spot." MOLECULE will also be hosting the series year end party during the November race weekend at Infineon Raceway.

MOLECULE is used to clean and service fire suits for half of the F1 drivers and pit crews, the Champ Car World Series, the American Le Mans series, the British Touring Car Championship, the FIA GT series, Off-Road racing, and everywhere in between. By partnering with the Formula Mazda Challenge, MOLECULE will reach out to another important segment of the industry; the club racer. The series has race events with the SCCA and NASA, the two largest club racing organizations in North America.

More information about the partnership is expected to be released in an upcoming press release. The opening race weekend for the MOLECULE Formula Mazda Challenge Northern Pacific Division is Mar 29th at Infineon Raceway in Sonoma, California.

**About MOLECULE:** MOLECULE Labs, Inc. provides solutions for the safety, care, and maintenance of numerous technical fabric applications. Specially formulated for Nomex®, tested by the SFI Foundation and proven in diverse racing conditions for over two years, MOLECULE is designed for racers by racers. Formulated to be used on any brand of Nomex® fire suit, the lineup of MOLECULE WASH, MOLECULE REFRESHER, MOLECULE PROTECTOR, and MOLECULE SPOT CLEANER can be found in use on driver and crew suits around the world. For more information and complete info on the products, with videos, technical info, testimonials and more visit [www.moleculelabs.com](http://www.moleculelabs.com)

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With top locations, available driver coaching from Standing Start, and dealer support, the various Mazda West Coast Series are perfect for drivers that are preparing for a career in motorsports or just looking for an opportunity to race at some of the best tracks in the western United States.