



**Simpson Performance Products
Is Exclusive Worldwide Distribution Partner of Molecule Labs™ Products**

New Braunfels, Texas January 29, 2010 – Simpson Performance Products, Inc. manufacturer of safety gear to the Motorsports industry and the most recognized name in racing safety announces a partnership with Molecule Labs™, headquartered in Benicia, Ca to become the exclusive worldwide distributor for their complete line of solutions for the safety, care and maintenance of high performance racing suits and protective gear, effective immediately.

“We are committed to connecting our customers with quality and innovative products” stated Simpson Performance Products’ Vice President of Marketing Debbie Bishop. “Molecule Labs™ has an impressive line of safety gear protection and care products. Racers who race weekly, and sometimes in subsequent nights, repeatedly ask how they can keep their equipment in race ready form, on quick notice. We believe Molecule Labs™ products fill this need. Our far reaching distribution network allows us to make this proven line of laboratory tested performance care products available to racers in all areas of Motorsports.”

“We started working with Simpson Performance Products in July of 2009. Making Simpson our worldwide exclusive distribution partner was just a logical next step. It is a great opportunity for us to continue building our partnership with Simpson with our current product line as well with new products currently in development which also will be introduced and distributed through Simpson.” explained Matthias Czabok, Vice President of Molecule Labs.

Molecule Labs™’ technical fabric care products protect and care for Nomex® fire suits, which must be carefully maintained in order to be fully effective. Molecule Labs™ has developed a complete line of products to clean and refresh racing and Karting gear, protect them from absorbing fuel and removing potentially flammable stains and contaminants, all without degrading the suit’s protective qualities. For orders or to inquire about carrying Molecule Labs™ products, contact Simpson Performance Products at 800-654-7223 or go online at www.teamsimpson.com.

ABOUT SIMPSON PERFORMANCE PRODUCTS

Since 1959, Simpson Performance Products has been the leading safety manufacturer in the Motorsports industry. Simpson believes in putting safety first and is dedicated to elevating the standards of racing safety through continuous development, refinement, testing and partnerships. The one thing that remains constant is Simpson’s commitment to racer safety. Gear up safer with Simpson. View our extensive line of safety equipment for the sport of racing at www.teamsimpson.com

ABOUT MOLECULE LABS, INC.

Molecule Labs, Inc. provides solutions for the safety, care, and maintenance of numerous technical fabric applications. Specially formulated for Nomex® fire suits, tested by the SFI Foundation, Inc, and proven in diverse racing conditions for over three years, MOLECULE™ is designed for racers by racers. Formulated to be used on any brand of Nomex® fire suit, the line-up of MOLECULE™ WASH, MOLECULE™ REFRESHER , MOLECULE™ PROTECTOR , and MOLECULE™ SPOT CLEANER can be found in use on driver and crew suits around the world, from Karting, Stockcars, Sprint cars, Off Road Racing, Road Racing, Indy Cars, Drag Racing to Formula One. Additional information on Molecule Labs can be obtained from the corporate website @ <http://www.moleculelabs.com>