

PRESS RELEASE

FOR IMMEDIATE RELEASE

Daytona & Friends Global Enterprises, Inc.
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DAYTONA-N-FRIENDS WORLDWIDE RADIO ANNOUNCES NATIONAL RE-LAUNCH - NOW SIX HOURS OF LIVE RADIO WEEKDAYS STARTING JULY 2, INCLUDING THREE HOURS OF *POWER SUPREME AUTOTALK* FOR THE AUTOMOTIVE AFTERMARKET

EAGLE, ID – As part of a national re-launch beginning July 2, 2007, Daytona Dayton, renowned positive-talk radio celebrity of Daytona-N-Friends Worldwide Radio Network, will launch a ground-breaking program called ***POWER SUPREME AUTOTALK*** - This first-of-its-kind programming has been designed specifically for Automotive Aftermarket industry experts in three major categories: **Manufacturing, VIP Women, and Racing.**

Join Daytona beginning July 2, 2007 and hear from VIP Guests in the Manufacturing Hour from Subaru® of America, Inc., SEMA, Specialty Auto Parts™, Roadhouse Marketing™, the SCC, AEM™, WirthCo Engineering™, Inc., RealWheels®, MEMA, International Motorsports Alliance, MBRPinc., DiabloSport®, Superlift®, Dynamax®, Leer®, STRUT™, DiamondBack® Truck Covers™, LINE-X®, Snugtop®, and more!

During the VIP Women's Hour, hear from women from across the automotive industry including guests from AskPatty.com™, AAIA®, Window Canvas®, Flex-a-Lite®, the MPMC, Martin & Company, eTool Developers, SEMA Businesswomen's Network, Eaton Detroit Spring, Inc., Hypertech, Inc., The Buzz Maker™, and more!

This unique radio platform can be accessed live daily between the hours of 8:00 am and 2:00 pm Mountain Time via the Daytona & Friends web site. http://daytona-n-friends.com/Home_Page.html. Simply select the "Click Here/ON AIR" button and you are listening LIVE – no special software needed! Live broadcasts will be repeated three times daily for "positive talk around the clock"! In celebration of the Independence Day holiday, Daytona will dedicate a full six hours of live radio to honor veterans and their families on Wednesday, July 4, 2007.

About Daytona Dayton, Daytona-N-Friends Worldwide Radio Network

Danna "Daytona" Dayton is CEO/President of Daytona & Friends Global Enterprises, Inc., and Producer/Host of Daytona & Friends Worldwide Radio with over 12 years of successful positive talk radio programming. In 1984, Daytona was the first woman licensed as a NASCAR pit crew mechanic, and she is an experienced racer. She is also a motivational speaker, national columnist, and a professional musician. Daytona is an active member of SEMA and the SBN, and was a 2006 SBN Woman of the Year nominee. To learn more, contact Daytona directly by calling 208-350-0795, email to Daytona@daytona-n-friends.com, or visit <http://www.daytona-n-friends.com>.