

## FOR IMMEDIATE RELEASE

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### NUR ALI TAKES BOO KOO ENERGY..... FOR AN RIDE

**TAMPA, FL** – When **Nur Ali** explained to **BOO KOO ENERGY** that the international population in the United States has arrived tired and thirsty, BOO KOO Executives were listening. “It does not take a marketing genius to see that demography in this country is on track for a complete transformation” says Nur Ali, an internationally successful race car driver. “My family is in the retail business. We cannot keep up with the demand for products catering to international customers.” By the end of this year, an estimated 64% of the population will have first and second generation family roots outside North America. Boo Koo Energy will welcome all customers with “more energy and less hype” along with the highly successful and always smiling, Nur Ali. Ali’s first **ARCA RE/MAX Series** race as a Boo Koo Energy sponsored athlete is scheduled for Friday, August 28<sup>th</sup> at 5PM CST at Chicagoland Speedway and will air live on SPEED TV.

Boo Koo Energy, a company that has reinvented itself and plans a roaring comeback in the energy drink category wasted no time signing Nur Ali to an **ARCA RE/MAX Racing Series** sponsorship deal. Boo Koo’s commitment will make Nur a friendly face of Boo Koo Energy in retail stores across the United States. “We see the changing demography as a chance to be first in a new category of energy drinks targeting first generation Americans.” says Parrish Chapman, President of Boo Koo Energy. Traditional race fans are inundated with brands trying to say their driver is the best. Well, hang on, we just put one of the best new talents in the world in a race car. Like most first generation Americans – he just wanted a chance to prove himself. We are giving Nur that opportunity!”

The 34-year-old **Fort Worth, TX resident** is making his third series start of the 2009 season. Ali made his series debut last season at Daytona. Prior to setting his sights on a career in stock cars, Ali spent much of his career in open-wheel cars. He was the driver in the A1GP World Cup of Motorsport during the 2006-2007 season and is a two time Formula Mazda Regional Series Champion as well.

Ali has teamed up with **Raptor Performance Motorsports** under the Derrike Cope Inc. banner. Cope currently competes in select NASCAR Sprint Cup, Nationwide and Camping World Truck series. Ali is also sponsored by **A-Z Wholesale, Budweiser and Tara Energy** all of which are based in Texas.

#### Contact Information

