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MELT Congratulates Full Throttle and the NHRA For a Tremendous 2010 Season!

ATLANTA, GA (November 22, 2010)—MELT, LLC (Marketing, Entertainment, Lifestyle, Trends), the Atlanta based fully-integrated marketing agency and agency of record for Full Throttle is pleased to announce another tremendous season for Full Throttle and the National Hot Rod Association (NHRA). The highly successful season wrapped up with the 2010 NHRA Awards Banquet at the Hyatt Regency Century Plaza in West Los Angeles, California on Monday, November 15, 2010 where the top drivers and their teams were honored for their outstanding accomplishments this year!

John Force, 61, and rookie LE Tonglet, 20, the oldest and youngest world champions, respectively, in NHRA's 59-year history, headlined the four world-championship-winning drivers crowned Monday evening. Two other NHRA Full Throttle Series world champions – Larry Dixon and Greg Anderson – also were presented checks and trophies for their achievements during the 2010 Full Throttle Countdown to the Championship.

Full Throttle also awarded four Hard Working Crew Awards at the banquet, which recognizes the hardest-working crews in each of the four NHRA Full Throttle Drag Racing Series categories, were Dominick Lagana's Big O Tires dragster crew in Top Fuel (\$25,000) for advancing to the final round at the NHRA Las Vegas Nationals; Ashley Force Hood's Castrol GTX Ford Mustang crew in Funny Car (\$25,000) for winning the Mac Tools U.S. Nationals for a second consecutive year; the entire Summit Racing crew in Pro Stock (\$15,000) for putting both cars in the final at the NHRA Las Vegas Nationals; and rookie Tonglet's Nitro Fish Suzuki crew in Pro Stock Motorcycle (\$5,000) for racing to victory at the prestigious Mac Tools U.S. Nationals in Indianapolis. Over 65,000 fans voted on nhra.com for their favorite Full Throttle Hard-Working Crews!

Full Throttle also enjoyed another monumental second season of Full Throttle Television. FTTV provides viewers an all-access pass to the NHRA through cutting-edge programming and offers passionate fans up-close and personal looks into the world of NHRA drag racing both on and off the track! Full Throttle TV was first seen on nhra.com but quickly expanded to YouTube, Facebook and Twitter. By July 2009, FTTV made its television debut on Time Warner Cable and Charter ON-Demand! In 2009 alone, Full Throttle TV generated over *15 million impressions worldwide* with access to *20 million viewers!*

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This season Full Throttle TV experienced continued success, making the highly anticipated leap into network television, premiering on both MavTV (mavtv.com) and TuffTV (tufftv.com). The additional distribution allowed an *additional 40 million incremental viewers* the opportunity to get VIP access to Full Throttle Energy Drink and the stars of NHRA drag racing!

MELT created an experiential marketing tour at all 23 NHRA races during the 2010 season where fans had the chance to experience the power of Full Throttle and its benefits! *Over one million NHRA fans* interacted with the elements in the "Full Throttle Hard Working Garage" activation and had the opportunity to sample the reformulated taste and energy of Full Throttle.

Another highlight of the Full Throttle season was their "Full Throttle Hard Working Summer Promotion" in which FT was able to leverage strategic alliances with strong brands such as Ford, Goodyear, Mac Tools, Carhartt, Summit Racing and others to bolster the success of the summer sweepstakes. Over 215,000 entered the contest, with one lucky winner receiving a 2010 Ford F-250!

Vince Thompson, President and CEO of **MELT** said, "Full Throttle is a strong brand that has a perfect partnership with the NHRA. Both brands not only share the same vision, but also exude energy, excitement and high performance while offering fans a world-class, one of a kind experience! We're looking forward to going "Full Throttle" again for the 2011 season!"

About MELT

MELT, LLC (formerly Creative Presence Partners) is an Atlanta based, fully-integrated marketing agency offering clients advertising, original content development, digital, social media, event and experiential marketing, retail and consumer promotions, brand strategy and sports property evaluation and activation. Founded by CEO and President Vince Thompson in 2001, MELT represents major consumer brands and corporations including The Coca-Cola Company, Fox Sports, Avon, State Farm, Lance, and The Southeastern Conference. To learn more about MELT's clients, services and results, please visit the newly relaunched web site at www.meltatl.com.

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