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FOR IMMEDIATE RELEASE

**THE SECRETS OF SPEED NOT SO SECRET ANY
MORE.**

Memo Gidley's Secrets of Speed for Shifter Kart Racing is a huge hit with kart racers in North America and around the world.

San Francisco, CA - Memo Gidley's new how-to-book for shifter kart racers continues to enjoy incredible sales as the karting industry gobbles up copies of this very unique new publication. To date Secrets of Speed for Shifter Kart racing has been shipped to cities all over the US, Canada, Mexico and Europe.

"There is no a book of this kind on the market today," states Memo Gidley. "I am really proud of the end product. The feedback from kart racers everywhere has been amazing," continues Gidley.

"We are working with several different groups to get the book translated into different languages, which will be a real first in the karting industry," states Jeff Grist, Author of Memo Gidley's Speed Secrets for Shifter Kart Racing. "I can't believe how well the book has gone over," smiles Grist. "We had one web forum describe Memo Gidley's Secrets of Speed as the bible for shifter kart racing," continues Grist, from his offices in Oakville, ON.

And there has been strong support for this project from the karting industry including Trackmagic Racing Karts, Swedotech Racing Engines, Yamaha Racing Engines, TM Racing Engines, Bridgestone Tires, RLV Karting Products, SHIFT Race Wear, Torco Oils, Simple Green, Douglas Wheels, AimSport Systems, wewantmetric.com and Thrasher Magazine.

"We are very proud to have been a part of this project," states Reine Pierson of Swedotech Racing Engines of Elk Grove, CA. "This is really going to help guys work on their karts."

"I think this book is exactly what the industry needed," states Matt Page, General Manager of Trackmagic Racing Karts, of San Francisco, CA. "We are really excited about being a part of this project."

Orders placed on the Memo Gidley's Secrets of Speed website (www.secretsofspeed.com) are shipping within 24 hours of order placement. Dealers can enjoy special discounts as part of the Retail Program available on quantity orders of the book by emailing sales@mgsecretsofspeed.com.

“Our focus now is to get the book into the hands of kart dealers everywhere,” states Gidley. “It can really be a valuable tool for the kart dealer looking to improve customer support and grow sales in their market.”

The overall presentation of the book is very unique as well. Memo Gidley’s Secrets of Speed for Shifter Kart Racing includes a number of Hot Tips, Cool Tricks and Special Warnings in each chapter that detail the little things that can be the difference between just finishing and winning.

Some unique facts about the book include:

- 128 pages containing over 49,000 words
- 307 full color, high-resolution pictures
- 21 charts, set-up sheets and information guides
- 18 digital illustrations
- 1 hyphenated word (see if you can find it!)

For more information on Memo Gidley’s Speed Secrets for Shifter Kart Racing visit the website at www.mgsecretsofspeed.com or call Jeff Grist at 905.847.1808 x33 or email jeff@mgsecretsofspeed.com.

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Memo Gidley is an accomplished race car driver having competed in CART, including a podium finishes at Houston, Laguna Seca and Cleveland. Memo is one of America’s most successful shifter kart racers with 2 championships to his credit. Memo is currently the lead test driver for Trackmagic. For more information on Memo Gidley visit memogidley.com or contact Donnie Graves at Pacific Management Services at 818.985.4377.

Jeff Grist is shifter kart enthusiast and first time author. Mr. Grist has put his 15 years of brand marketing and corporate communications experience into this new project. Currently, Jeff is President and CEO of PromoSpyder Inc., and Oakville, ON based Internet software development company he founded in 2000. For more information on this book please contact Mr. Grist by email at jeff@tap.net or call at 905.847.1808 x33.

Trackmagic is North America’s leading manufacturer of go-karts and 3-time world champion. This includes the new line of MG Signature Series shifter karts. Located in San Francisco, CA, Trackmagic designs, builds and markets go-karts for all levels of racer from cadet to Super Pro. For more information on Trackmagic Karts visit them at www.trackmagic.com or call George Barros at 415.822.6795.