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Mini Mania announces sponsorship of SCCA racing MINI Cooper S of Brad Davis Racing.

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/24-7PressRelease/ - NEVADA CITY, CA, February 03, 2008 - Mini Mania Inc. announced today it has signed a sponsorship agreement with Brad Davis Racing. Brad Davis Racing will again be running the MINI Cooper S of MINI of Charleston. The MINI Cooper S, which competes in SCCA class "B" stock will be driven by team owner Brad Davis.

The MINI Cooper S has been running competitively in SSCA Road Racing for a number of years following the heritage of the classic Mini Cooper that earned National Championship in GT5 several years. Driver Brad Davis has been SCCA Road Racing since the early 80s. Brad won the DC Region Championship in 1988 and finished 2nd in the MARRS Series three times. Brad has had several class victories at Summit Point, Watkins Glen and Road Atlanta. Working for the Hendrick Automotive Group, parent to Hendrick Motorsports, Brad has had the opportunity to get seat time in some NASCAR hardware, including laps at Lowes Motor Speedway.

Don Racine, owner of Mini Mania said "We are excited to again be associated with such a quality and experienced team of SCCA racers. It provides us a great opportunity for product testing and development. This team is at the forefront of racing the MINI Cooper in SCCA."

About Mini Mania, Inc.

Mini Mania was founded in 1974 and has grown to become a multi million dollar market leader that provides high quality aftermarket parts that include its own ULTRIK(tm) line of high performance parts and very specialized services to a growing customer base of approximately 50,000 consumers around the world.

Mini Mania solidified its market leadership position in 2001 by becoming the first company in the US to import the then all new BMW MINI to use as a product and performance test bed. Shortly thereafter, Mini Mania began to offer a suite of "lifestyle & performance enhancement products" that appeal to recent purchasers of the MINI Cooper(tm) automobile.

Mini Mania is headquartered in a 16,000 square foot state of the art facility in the Northern California foothills outside of Sacramento. The company's dynamic web site is truly a one of a kind information portal for any Mini Cooper enthusiast - containing over 50,000 pages of unique content, augmented with 50,000 part number, technical articles and interactive community forums. Each month 75-100,000 individuals access the web site for research and purchase of Mini Cooper parts and accessories.

For more information - on the web: www.minimania.com, 800.946.2642, info@minimania.com