

**For Immediate Release**

**DREYER & REINBOLD RACING AND EMU AUSTRALIA CONTINUES RELATIONSHIP FOR 2009**

**Indianapolis, IN (April 15, 2009)**- Dreyer & Reinbold Racing is proud to announce that their relationship with Emu Australia continues to grow as they enter into the 2009 season together.

The Australian company joined forces as a sponsor partner with Dreyer & Reinbold Racing last year and will be coming back on board for the 2009 IndyCar Series season as they will be the primary sponsor on Mike Conway's No. 24 machine in Long Beach.

"Dreyer & Reinbold's commitment to quality and winning parallels our endeavors at Emu Australia. Their growth and success in the IndyCar series is reflective of that commitment and we are pleased to have the opportunity to support their efforts. Our association has brought significant recognition and value to our brand," said Emu Australia's CEO Ted Houston.

Emu Australia (eem-you) is an Australian premium lifestyle brand that uses 100 percent Australian sheepskin and wool. Founded in 1994, Emu is recognized around the world for its tradition of offering premium comfort products ranging from sheepskin boots, top quality leather sandals and casual comfort slippers to premium merino wool and sheepskin apparel.

"This announcement says a lot about the product we offer," team co-owner Robbie Buhl said. "Emu Australia joined us as an associate sponsor partner at the start of 2008, and to see them continue to make the leap up to a primary role again for the race in Long Beach is great. We hope to assist Emu Australia in maximizing their name and brand."

As Dreyer & Reinbold Racing embarks on their tenth season in the IndyCar Series, they are excited to continue their business relationship with Emu Australia for the remainder of 2009 and beyond. The team will unveil the primary livery this weekend for the Toyota Grand Prix of Long Beach.

**About Dreyer & Reinbold Racing**

Dreyer & Reinbold Racing enters its 10th season of full-time competition in 2009, making it one of the longest-tenured teams in Indy Racing League competition. Current co-owners, Dennis Reinbold and Robbie Buhl, first teamed in full-time competition at the Walt Disney World Speedway in January of 2000. With Buhl behind the wheel, the two owners tasted victory in their debut race. The 2009 IndyCar Series season-opener on the streets of St. Petersburg marked Dreyer & Reinbold Racing's 200th series start. In its history, the team has boasted a championship list of alumni drivers. Besides Buhl, the team has run Indianapolis 500 winners Al Unser Jr., Buddy Lazier, and Buddy Rice, along with IndyCar Series race winner Ryan Briscoe. The team has one of the longest lines of heritage in American open-wheel racing and the Indianapolis 500 as Dennis Reinbold's grandfather, "Pop" Dreyer, built leading roadsters that raced at the Indianapolis Motor Speedway during the 30s, 40s, and 50s.

More information on the team can be found at [www.dreyerreinbold.com](http://www.dreyerreinbold.com).

More information on the IndyCar Series can be found at [www.indycar.com](http://www.indycar.com).

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