



For Immediate Release

Tyrepac sponsors the Formula DRIFT Singapore 2010

*Singapore-based online tyre retailer Tyrepac, sponsors Formula DRIFT Singapore 2010
Powered by Nissan*

Singapore, 25 March 2010 – Tyrepac, Asia’s first and largest online tyre retailing site, today announced its Sponsorship of the Formula DRIFT Singapore 2010 Powered by Nissan which is set to be held from the 24th to 25th of April, 2010, at the F1 Pit Building, Marina.

This year’s Formula Drift Singapore marks the third year for the event since its inaugural launch in 2008. For the first time in history, this exciting event would be held at the F1 Pit Building. Spectators can expect an extraordinary experience with the finalists burning up the course two-at-a-time, often inches apart.

“This is the third Formula Drift event Tyrepac is involved with. As usual, we are looking forward to a great event, and always a great pleasure to be working with Formula Drift, ESPN, Goodyear, Driftpac, drivers, and crew,” says Ler Hwee Tiong, Managing Director and co-founder of Tyrepac.

The Formula DRIFT Singapore 2010 Powered by Nissan is organized by ESPN STAR Sports (ESS). Drift Pac Pte Ltd is technical consultant and holds the rights to the Formula Drift series in Singapore.

The event has become a sporting calendar highlight, attracting regional interest and talent, as well as a record number of 45 drivers hailing from Singapore, Malaysia, Philippines, Thailand, Indonesia, China, Hong Kong, Japan and New Zealand. Japanese Champion and Top Formula DRIFT USA Pro Ryuji Miki will be in town to add on to the competitive edge of the drivers.

Tyrepac will be proudly represented at Formula DRIFT with their very own drift team - Team TYREPAC, being helmed by the experienced Ee Yoong Cherng from Malaysia and Ivan Lim from Singapore.

About Tyrepac

Tyrepac is Asia's first and largest online tyre retailing website. It provides consumers with a portal to compare tyre brands, patterns, and prices. Upon purchase, customers can choose one of its island-wide fitment stations for fitment. Registered and headquartered in Singapore, Tyrepac is funded by SPRING Singapore under the Logistics Capability Development Programme.

About ESPN STAR Sports – Organizer of the Formula DRIFT Series

ESPN STAR Sports is a 50:50 joint venture between two of the world's leading cable and satellite broadcasters. As Asia's definitive and complete sports broadcaster and content provider, ESPN STAR Sports combines the strengths and resources of its ultimate parent companies – Walt Disney (ESPN, Inc.) and News Corporation Limited (STAR) – to deliver a diverse array of international and regional sports to viewers via its encrypted pay and free-to-air services.

ESPN STAR Sports showcases an unparalleled variety of premier live sports from around the globe 24 hours a day to a cumulative reach of more than 310 million viewers in Asia. ESPN STAR Sports has 17 networks covering 24 countries, each localized to deliver differentiated world-class premier sports programming to Asian viewers. This includes ESPN SEA, ESPN China, ESPN Hong Kong, ESPN India, ESPN Malaysia, ESPN Philippines, ESPN SEA 2, ESPN Taiwan, MBC-ESPN (Korea), STAR Sports Asia, STAR Sports Hong Kong, STAR Sports India, STAR Sports Malaysia, STAR Sports SEA 2, STAR Sports Southeast Asia, STAR Sports Taiwan, and STAR Cricket.

On the ground, the ESPN STAR Sports Event Management Group manages and promotes premier sporting events around Asia. ESPN STAR Sports aims to reach consumers at any time, any place and through all new media platforms, both internet and mobile. The multi-lingual, online platforms, espnstar.com, espnstar.com.cn and espnstar.com.tw and footballcrazy.tv interact with millions of users providing them with in-depth sports news, results and competitions. Developed for the sports fan that is constantly on the move, *mobile*ESPN and STAR Sports Mobile delivers differentiated mobile content targeted at its various audiences. *mobile*ESPN enables the serious sports fan to follow their favorite sports more closely than ever before with a combination of specially produced video news clips, in-depth news coverage and analysis. STAR Sports Mobile aims to provide interactive and entertaining opportunities to engage with sports, delivering exclusive video excerpts from leading football clubs Arsenal and Liverpool as well as highlights from STAR Sports original programmes covering opinions, instructional tips and the latest online game reviews.

About DriftPac - Technical consultant of Formula DRIFT Series

Driftpac Pte Ltd was established with the aim of producing and conducting professional and entertaining motorsports events throughout Asia. The Formula Drift series is currently DriftPac's main content, but there are plans to expand into the creation of instructional drift sessions and driver management.