

Xceleration Media Publications Now Available Through EPWI

MEMPHIS, TN – Xceleration Media Group® (www.xcelerationmedia.com), a leading automotive aftermarket multi-channel media company announced today that all four of its print titles (*Power and Performance News*, *Drag Racing Scene*, *Street Rod Life*, and *OneDirt*) are now available through Engine and Performance Warehouse, Inc. (EPWI).

EPWI is one of the largest engine parts specialty distribution companies in the United States. With 13 strategic locations, EPWI services more than 7,500 active, qualified customers including automotive jobbers, machine shops, and engine builders. Today's agreement with Xceleration Media to distribute its four high-quality magazines will solidify EPWI's commitment to supporting its customers with quality materials that help them build their business.

Xceleration Media Director of Operations Shawn Brereton was pleased to make the announcement.

"This deal fits perfectly with our targeted distribution strategy," Brereton said. "EPWI is a highly-respected name with our target market – the people who are truly involved in the automotive aftermarket. Having solid brick-and-mortar locations, where people know they can always get the magazines, not only allows us to have a solid distribution point, but provides a level of comfort to potential partners that their message will be seen by high-quality enthusiasts. We pride ourselves on making sure every magazine reaches true enthusiasts, and the fact that not just anyone can be a customer of EPWI proves our commitment to this valuable sector of the market."

Luke Van Woensel was instrumental in recognizing the opportunity.

"A strong customer focus has been a key to our success, so we are always looking for ways to help expand our dedication to helping them grow and prosper," Van Woensel said. "XM has that same passion, just from an automotive media angle. Having their magazines available from our distribution centers is just a small gesture to our customers that we want them to have the highest quality products, even if it is in the form of information. We were happy that XM approached us to distribute their magazines and think our customers will really like them – it's a rare win-win."

Xceleration Media magazines will be available through EPWI distribution centers starting April 17.

About Engine and Performance Warehouse, Inc.

EPWI was established in 1984 by owner and President Paul Van Woensel to address a void in engine parts supply, and has grown to become one of the largest engine parts specialty distribution companies in the United States. EPWI is an engine parts and engine kit specialist, warehousing and distributing over 100 engine parts product lines. Over the years, EPWI engine kit sales have exceeded 1,000,000 engine kits. The company services the Central and Western United States with 13 distribution center locations that support customers in 21 states. EPWI currently services in excess of 7,500 active customers including Automotive Jobbers, Machine Shops and Engine Rebuilders. For more on EPWI visit its website epwi.net.

About Xceleration Media Group®

Xceleration Media Group® is an automotive focused, multi-channel relationship marketing company at the forefront of today's changing media landscape. With properties in five major automotive/motorsports segments, Xceleration Media Group® uses a variety of innovative delivery channels to ensure its hard-hitting technical content reaches high-value enthusiasts, racers, and hobbyists. Visit us online at xcelerationmedia.com or on YouTube at youtube.com/xcelerationmedia.

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