



## GoMotorSports.com Purchases Racemail.com

([PRWEB](#)) January 9, 2001 -- Motorsport Marketing, Inc. Announces Purchase of Racemail.com

January 4, 2001

Motorsport Marketing, Inc., a Kansas City based distributor of licensed racing related merchandise, recently announced the purchase of Racemail.com.

Racemail.com has served thousands of racing fans across the country as a free email service that allows the race fan to choose an email address based on his favorite type of racing and thereby communicate via the internet with friends and family across the world. For example, MotorSport Marketing's Retail Operation's Manager, Russ Dickey, has a Racemail.com address of russ@flracer.com because he is a formula 1 racing fan. "We also have other exciting address choices, depending on the wishes of the race fan," said Mr. Dickey. "Some of those choices are allracing, bikeracer, boatracers, dirttracers, indyracers, latemodels, racedriver, stockracer, truckracers, flracer, and speedwayusa.

Mr. Dickey says that as a result of the purchase of Racemail.com, Motorsport Marketing will also own the domain, racechat.com, which will soon be developed into a race community and diecast collectors chat room.

Motorsport Marketing has purchased Racemail.com to continue with Racemail's concept of providing free email to race fans. Additionally, Motorsport Marketing will use Racemail as an advertising venue and search engine vehicle for its consumer and dealer website, [www.gomotorsports.com](http://www.gomotorsports.com).

Cytek Corporation, also of Kansas City, will manage the technical development and support of Racemail.com. Cytek developed and currently manages the technical support of [www.gomotorsports.com](http://www.gomotorsports.com).

MotorSport Marketing, Inc. is a subsidiary of Peterson Manufacturing and provides racing related apparel, diecast, and other licensed merchandise to 3,000 wholesale accounts across in North America.

The company recently built a new office and warehouse facility (45,000 square feet) in south Kansas City which sports a retail store that is open to the public Tuesday through Saturday.

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**Online Web 2.0 Version**

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