



BK Racing to Partner with Maxim Magazine and Maxim Fantasy Sports for 2015 NASCAR Sprint Cup Series Season

CHARLOTTE, NC (February 13, 2015) - BK Racing is thrilled to announce an exciting new partnership with Maxim Inc. and Maxim Fantasy Sports for the 2015 NASCAR Sprint Cup Series season.

Maxim is one of the most recognizable magazines internationally, reaching millions of readers every month across print and digital platforms.

"We are thrilled to sponsor the BK racing team and look forward to an exciting 2015 NASCAR Sprint Cup Series season. Our new Maxim Fantasy Sports app is a fun and easy way to play fantasy sports online and win real money - download the app today and start winning" says Maxim COO Robert Price.

Maxim is especially cutting-edge in the sports entertainment industry. It is launching its Fantasy Sports App for serious sports fans wanting to take the experience to the next level. Maxim's Fantasy Sports App allows users to pick between athletes in head to head fantasy matchups and play for real money. The game, driven by technology developed by Game Sports Network, allows players to test their knowledge and skill by picking which athlete in the matchup will generate the most fantasy points. The money is real and the game is as simple to operate, as it is compelling.

BK Racing co-owner Anthony Marlowe adds, "We couldn't have a better sponsor for the Daytona 500 and the 2015 season. Maxim Magazine and Maxim Fantasy Sports App are leading the pack in sports media along with other entertainment, and delivering a truly new and exciting experience.

Maxim Inc. and Maxim Fantasy Sports have signed on with BK Racing for several races during the 2015 NASCAR Sprint Cup Series season. Maxim branding will be displayed on various BK Racing cars throughout 2015. Maxim and Maxim Fantasy Sports are starting off as the primary sponsors on the No. 23 Maxim Fantasy Sports App/Dr. Pepper car driven by J.J. Yeley at the season opener Daytona 500 at Daytona International Speedway. The MAXIM branding will then debut on the BK Racing's No. 26 Toyota Camry for race number two of the NASCAR Sprint Cup Series, with Rookie of the Year hopeful Jeb Burton behind the wheel for the Folds of Honor Quik Trip 500 at Atlanta Motor Speedway.

"I am excited about my No. 23 Maxim Fantasy Sports App/Dr. Pepper Toyota Camry for Daytona," commented driver JJ Yeley. "We have an awesome looking paint scheme, and an even better sponsor.

I think the NASCAR fans will love the new Maxim Fantasy Sports App, which gives them an opportunity to enjoy fantasy sports games for real money and do so with many different sports."

NASCAR Rookie of the Year contender, Jeb Burton, also commented, "I am looking forward to having Maxim and Maxim Fantasy Sports join BK Racing and the No. 26 this season. We have a lot of great new sponsors joining the team this year and giving us the backing we need to be competitive on the track."

For up-to-date information on BK Racing, make sure to follow the team on social media. Check out BK Racing's Facebook at [facebook.com/bkracing2383](https://www.facebook.com/bkracing2383) or Twitter and Instagram [@BK Racing_2383](https://www.instagram.com/BK Racing_2383).