

Keyser's Port City Racing Acquires Pro-Blend Motorsports Products

Coopersville, MI, October 14, 2014 -- Keyser's Port City Racing, a leading manufacturer of high performance and motorsports products, is pleased to announce the acquisition of Pro-Blend Motorsports Products of Winston-Salem, NC, a major supplier of lubricating and cooling products. This acquisition reflects Keyser's commitment to growth.

Utilizing Keyser's existing manufacturing technology and engineering processes will allow the Pro-Blend line of products to evolve and lead the way in superiority.

Keyser's Port City Racing President, Scott Keyser, stated, "This acquisition represents an important step for us to continue to expand our presence in the motorsports and high performance market. We believe we are well-positioned to grow our market share in several new areas by integrating Pro-Blend's current products. Our goal is to offer our customers more options while maintaining the same high-level of service."

As a Keyser company, Pro-Blend will continue to maintain its current sales channels. The new headquarters will be located in Coopersville, MI, with Henry Presta remaining as the main contact and department supervisor.

About Pro-Blend Motorsports Products

Established in 1981, Pro-Blend provides lubricating and cooling products to circle track, drag racing, motorcycles, marine, machine shop, industrial and outdoor power equipment. Visit www.pro-blend.com or call (800) 331-9520 for more information.

About Keyser's Port City Racing

Keyser's Port City Racing manufactures and distributes specialty products for a variety of industries. Keyser's companies include Integra Shocks and Springs, Keyser Manufacturing, OMI ATV Products and Demo Derby Masters. To learn more, visit www.portcityracing.com.

For more information please contact:

Anna Walker, Marketing Coordinator

Keyser's Port City Racing
540 Danforth Street
Coopersville, MI 49404

Phone: 1-800-472-2464

Fax: 1-800-441-6875

Email: awalker@portcityracing.net