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News Release

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Paul Davis Restoration and Remodeling of Southeast Wisconsin joins NASCAR as team sponsor -Paul Davis Restoration/ALS Ford in top five at Music City Motorplex in Nashville, Tn.-

Milwaukee, WI – July 29, 2008 - Paul Davis Restoration and Remodeling of Southeast Wisconsin owner Dan Druml announced today that his company has joined NASCAR racing as primary sponsor for an up-and-coming team. According to Druml, his company will sponsor the Wisconsin-based team of driver Derek Thorn and the Paul Davis Restoration/ALS Ford in the NASCAR Camping World Series East. The Paul Davis Restoration/ALS Ford team is owned by Shawn Keep and managed by Scott Pfeiffer who is also the founder of “Racin’ for a Cure”, a Sun Prairie, WI -based non-profit organization that raises funds for Amyotrophic Lateral Sclerosis (ALS), a degenerative disease often referred to as “Lou Gehrig’s Disease”.

“Providing support to Scott and ALS is at the heart of our core values as a company and falls in line with the other organizations we support through the Paul Davis Charitable Foundation. We are pleased to add ‘Racin for a Cure’ to our list of benefactors that include the Ronald McDonald House and the Firefighter Combat Challenge,” said Druml.

During a successful 2007 race season Pfeiffer was diagnosed with ALS. “It was devastating to say the least,” said Pfeiffer. We decided to put together a business plan to raise awareness and funds for another team and ALS research. Without start up money to fund any races, I turned to longtime friend and successful Wisconsin businessman Shawn Keep,” he said. “After I explained the situation to Shawn and presented our business plan, he had the perfect answer, ‘now we have a reason to race’,” said Pfeiffer.

Recently, Paul Davis Restoration and Remodeling of Southeast Wisconsin helped Pfeiffer, 42, and his cause-related organization with donated home remodeling and restorations as part of the company’s annual Paul Davis Restoring America property improvement initiative.

Thorn and Keep met with Druml during the renovation project at Scott’s home, which included construction of accessible areas and ramps in the house and yard. “We immediately saw an opportunity to team with Paul Davis Restoration to promote an industry leading, service oriented company by partnering with our team. We think it’s a great partnership, and one we can build on. We’re looking at our race schedule this year as a way to help build a solid foundation in Racin’ for a Cure,” Thorn said.

“Our goal is simple,” said Pfeiffer. “We are here to raise awareness and research funds for an awful disease called ALS. Right now, there is no cure for ALS and every 90 minutes someone is diagnosed

with the disease and every 90 minutes someone dies from it. I know there probably won't be a cure for the disease in my lifetime, but this is for all of the families to follow that are affected by ALS," he said. "We are excited to have Paul Davis Restoration partnered with 'Racin' for a Cure', and hope to build on this relationship for the future. I would like to thank Paul Davis Restoration for all that they have done," said Pfeiffer.

According to Pfeiffer, the team has a bright future with a promising young driver. Derrick Thorn began racing go-carts as a youngster in California and advanced through the ranks. While in California, Thorn and Pfeiffer met and became close friends. Now as Thorn's general manager, Pfeiffer sees Thorn as a leading 2008 rookie in one of NASCAR's most popular driver development series, the NASCAR Camping World Series East. NASCAR national series teams with development programs in the NASCAR Camping World Series East include Joe Gibbs Racing, Dale Earnhardt, Inc., Richard Childress Racing and Ken Schrader Racing.

The team recently finished fifth at the Strutmasters.com 150, which was presented by General Dollar at Music City Motorplex, Tennessee State Fairgrounds. The Nashville race will air on Speed Channel on Wednesday July 30th at 1:00 p.m. Eastern Time. The series will run through Sept. 28 and will be televised live on HDNET with replays on SPEED Channel.

For more information about sponsorship, race events and broadcast schedule, contact Ken Sussex at Paul Davis Restoration, 414.383.3131 or email ksussex@pdr-usa.net . Visit their website at www.pdwisconsin.com .

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Paul Davis Restoration and Remodeling of Southeast Wisconsin has served the Milwaukee area with numerous community service initiatives since the 1990s. The company is a franchise office of Paul Davis Restoration Inc., a leader in residential and commercial loss mitigation, reconstruction, and restoration services nationwide. Paul Davis Restoration has more than 230 Paul Davis locations throughout North America. For more information about Paul Davis Restoration Inc., call 904.737.2779. Visit the website at www.pdrestitution.com .