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INCREASED DEMAND FOR HIGHLY COLLECTIBLE VEHICLES LEADS HURST PERFORMANCE TO SIGN ON WORLD'S LARGEST VOLUME FORD DEALER

*Performance Brand's New Authorized Dealer Program Hits the Ground Running
As Hurst Vehicles Drive off Galpin Ford's Showroom Floor*

Irvine, Calif. (March 17, 2010) – In response to an increasing demand for its highly collectible vehicles, Hurst Performance announced today that Galpin Ford, the largest volume Ford dealership in the world 20 years running, has just signed on to its Dealer Authorized network and will begin selling the brand's Hurst Competition Plus, Performance Series and Pace Car Mustangs immediately.

In addition to selling Hurst vehicles, Galpin Motors' customization shop, Galpin Auto Sports (GAS), will be a Hurst-approved center for in-house installation of Hurst Equipped packages and complete upgrade kits for current Mustang, Camaro and Challenger owners. That means that customers with pre-existing vehicles will have the opportunity to add Hurst-Authorized components to their cars, essentially creating unique "Hurst-Equipped" vehicles.

GAS' Hurst Equipped packages will include: a Hurst Shifter, Hurst Wheels (2) 20"x9" fronts and (2) 20"x10" rears, a Matte Black finished 'AIR SPEED' rear wing, HURST-EQUIPPED badges, Hurst Floor Mats and a certificate for a Hurst Windbreaker and Cap. GAS' Hurst Series 1 Kit includes all of the above mentioned components, plus a Hurst/Magnaflow Stainless Steel Exhaust, Hurst/ Eibach Pro Kit, Hurst Numbered Dash Plaque, Hurst Fender Decals and BFG-KDW Tires.

"Hurst is proud to produce a small series of collector cars that define the automotive sport and hobby," said Hurst President and Chairman, Nate Shelton. "We are excited to team with Galpin Motors not only because they are a pioneer in the field of specialty cars but also because they have made their mark on the automotive industry through years of the best dealership service a customer could ask for."

Galpin, the only authorized Hurst dealer in the greater Los Angeles area, will benefit from a national advertising campaign and Hurst provided leads. This agreement is part of the company's new approach to the sale of Hurst's "Halo" Performance vehicles. In fact, this is the first time, with the sale of a "Halo" Performance vehicle, that a dealer can participate in every level of customer service, including parts, installation and sales.

"At Galpin we are fortunate to have partnerships with some of the biggest names in specialty automobiles, and we're excited to add Hurst Performance Vehicles to that list," said Terry Miller, general sales manager of Galpin Ford. "Hurst is well-known for some of the most-coveted and collectible high performance vehicles in the world and we look forward to a long and successful partnership with the Hurst family."

For more information contact Galpin's general sales manager Terry Miller at (818) 778-2182, visit www.galpin.com or www.hurst-performance.com.

About Hurst Performance

Founded in 1958, Hurst Performance is one of the most recognized and revered names in the automotive performance arena. The Hurst brand has long been synonymous with speed, performance and quality, with an impressive track-record of pioneering high performance products and vehicles for all forms of motorsports and hot-rodding. Hurst was one of the first specialty companies to partner with the OEMs and bring enthusiasts limited edition performance vehicles like the legendary Hurst/Olds. In addition to Ford, Hurst is currently signing Dodge and Chevrolet dealerships to participate in its "Dealer Authorized" program. For more information please visit www.hurst-performance.com.

About Galpin Motors

Galpin Motors, the world's largest volume Ford dealership for the 20th consecutive year, was founded in 1946 and is headquartered in Los Angeles' San Fernando Valley. Galpin is comprised of a family of quality automobile brands including Ford, Lincoln, Mercury, Honda, Mazda, Volvo, Jaguar, Lotus, Aston Martin and Spyker. For additional information on Galpin Motors and Galpin Auto Sports, contact Marketing Manager Jeff Skobin at 818-778-2540/jeff@galpin.com, visit the dealer at 15505 Roscoe Blvd., North Hills Calif. 91343, or visit the company website at www.galpin.com.

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