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**HURST PERFORMANCE INDUCTED INTO
THE ROUTE 66 RENDEZVOUS 2010 CRUISIN' HALL OF FAME®**

Irvine, Calif. (September 14, 2010) – Hurst Performance, a company synonymous with speed, performance and quality, will be inducted into the Stater Bros. Route 66 Rendezvous Cruisin' Hall of Fame® for the Manufacturer/Vehicle category, on Saturday, September 18, 2010 at the California Theatre of Performing Arts.

Best known for creating legendary gentlemen's hot rods such as the Hurst Oldsmobile 442 and current collectibles such as the limited edition Hurst Camaro, Mustang and Challenger, Hurst Performance is one of the most recognized names in the automotive performance arena. Founded in 1958, Hurst was one of the first specialty companies to partner with the OEMs and bring enthusiasts limited edition performance vehicles. Hurst is also the inventor of the Jaws of Life rescue tool.

"It is an honor to be inducted into an organization that represents the enthusiast community so well," said Nate Shelton, Chairman of Hurst Performance Vehicles. "This induction bridges Hurst's rich history with its fruitful future and we are extremely proud to be part of something that embraces that."

The "Cruisin' Hall of Fame®" is an event that honors many manufacturers, designers, media, and historical figures in the automotive industry. Established in 1995 by the San Bernardino Convention and Visitors Bureau, in conjunction with the City of San Bernardino, it continues to recognize those who have made groundbreaking contributions to the uniquely-American automotive cultural phenomenon of cruising.

The inductees will be honored during the Stater Bros. Route 66 Rendezvous at the Cruisin' Hall of Fame Induction Ceremony on Saturday, September 18, 2010 at the California Theatre of Performing Arts, 562 West 4th Street, San Bernardino. The cost is \$30.00 per person, and tickets must be purchased in advance at the Route 66 Rendezvous office, 415 West 2nd Street, San Bernardino.

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. For more information please visit www.hurst-performance.com.

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