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**Bliss, Smith & Wesson Chevy Team Up to the Challenge
At California's NASCAR Busch Series Ameriquest 300**

FONTANA, Calif. (Aug. 31, 2006) – Mike Bliss and the #30 Smith & Wesson Chevrolet team of SKI Motorsports are ready to make their third NASCAR Busch Series appearance of the season Saturday night at California Speedway in the Ameriquest 300.

Back with the same brand new SKI Motorsports-built Chevrolet that Bliss debuted at Gateway Raceway in July, sporting the unique black-and-white paint scheme exemplifying Smith & Wesson's ongoing tribute to America's law enforcement heroes, the second-year, part-time NBS program looks to post its top results to date on the 2-mile California Speedway tri-oval.

At Gateway, Bliss and the team dusted off their brand new racing machine and qualified third among 16 "go-or-go-home" entries to make the show. But terminal brake problems some 49 laps from the finish ended a potential top-15 finish or better.

"We've got ourselves a great race car and hope to get out of it this weekend what we know it's capable of producing," said Bliss, the NASCAR Craftsman Truck Series regular who's currently 10th in NCTS points driving the #16 Xpress Motorsports Chevrolet. "Fontana's a tough track but a very fun track. It's become a great racetrack. I think if all goes smoothly, we could be in for our best night, yet, for the Smith & Wesson folks."

As part of Smith & Wesson's law enforcement tribute program, Deputy Chief Anthony Cannatella of the New Orleans Police Department, who played an instrumental role in the area's Hurricane Katrina rescue and relief efforts that began a year ago this week, will be honorary crew chief for the #30 team.

"All of our races are special in their own way, but this one stands to be particularly special as we are honoring one of the many heroes of the Katrina disaster on the week of its first anniversary," said SKI Motorsports president Chris Lencheski. "Hopefully, we can generate a result on the track this weekend that's one to remember. We were pleased with how our brand new, untested race car ran at Gateway, so we're expecting really good things to come of it this weekend. When we built this car, we actually built it with California and Kansas in mind, so we'll really get to see what it can do these next two races. We made some upgrades since Gateway, did a little rubbing and tweaking, and hopefully it'll all add up to a good run on Saturday night."

SKI Motorsports®

#30 SMITH & WESSON/SKI MOTORSPORTS CHEVROLET RACE NOTES

- Saturday night's Ameritrust 300 is the third of four races on the 2006 schedule for the #30 Smith & Wesson/SKI Motorsports Chevrolet. Former NASCAR Craftsman Truck Series and USAC Silver Crown Series champion **Mike Bliss** is slated to drive all four events. Mother's Day weekend at Darlington, Bliss overcame handling difficulties to qualify 40th, then survived midrace contact with another competitor enroute to a 31st-place finish. July 29 at Gateway, Bliss and the team debuted a brand new race car but saw their night come to a premature end with terminal brake trouble 49 laps from the finish. The team's final race this season is at Kansas Speedway on Sept. 30.
- The Smith & Wesson Racing NBS program debuted in 2005 with an eight-race schedule of events that featured Bliss, as well as Nextel Cup regular Scott Riggs and two-time NASCAR Craftsman Truck Series champion Ron Hornaday, Jr. Hornaday turned in the season's best qualifying effort of 12th at Phoenix in November. Bliss came within a lap-and-a-half of scoring a top-10 finish at Daytona in July. Las Vegas, Atlanta, Charlotte, Bristol, Texas and California also were on the 2005 schedule.
- Bliss has four previous NBS starts at California Speedway with top-20 finishes in three of those driving the Joe Gibbs Racing #20 entry in 2003 and 2004. His best NBS start was seventh in 2004. In NASCAR Craftsman Truck Series competition here, Bliss won from the pole in 1997 and added top-10 finishes in each of his next four starts, including fifth in the 1999 truck race. He also has three Nextel Cup starts with a best start of 10th and a best finish of 12th in February 2005.
- Bliss is currently 10th in the Truck series points in the #16 entry.
- Smith & Wesson, in conjunction with the national Fraternal Order of Police (FOP) Grand Lodge, continues a special tribute to the nation's law enforcement heroes that began last fall. As part of the program, **Deputy Chief Anthony Cannatella** of the New Orleans Police Department will serve as honorary crew chief with the #30 team here this weekend. Cannatella was chosen for the honor by the FOP Grand Lodge Headquarters in recognition of for his gallant and heroic leadership in commanding the rescue and relief efforts of the NOPD's Sixth District in the aftermath of the Hurricane Katrina disaster that began a year ago this week.
- On board with the team as a major associate sponsor this season is **Berkley**, the world's #1 fishing brand founded in 1937. Its product lineup includes Berkley Trilene®, the Berkley Lightning Rod®, Berkley PowerBait®, Berkley Gulp!, Berkley FireLine®, Berkley Vanish®, Berkley Frenzy® and a host of other innovations designed to catch more fish.
- Crew chief **Bob Schacht**, a 35-year veteran in stock car racing, is the only ARCA series driver with wins in 19 consecutive seasons, and also has 23 Nextel Cup starts. As a crew chief, he has a reputation for fielding fast race cars and developing young drivers. One of his latest "projects" was current young Nextel Cup driver Stuart Kirby. Among Schacht's racing innovations is a drivers "suit cooler" utilized in several racing series. Schacht also prepared the race cars used in the movie "Days of Thunder."

MIKE BLISS

Birthdate: April 5, 1965
Hometown: Milwaukie, Ore.
Resides: Mooresville, N.C.
Marital Status: Married (Sue)
Children: Britney

NASCAR CAREER HIGHLIGHTS

- Fifth in 2004 NASCAR Busch Series championship
- Won 2004 fall NBS race at Charlotte * Three-time NBS polesitter in 2004
- 10th in 2003 NBS championship * 2002 NASCAR Craftsman Truck Series champion

YEAR-BY-YEAR HIGHLIGHTS

2006 – Driving the #30 Smith & Wesson NASCAR Busch Series Chevrolet during its limited schedule. Driving the #16 NASCAR Craftsman Truck Series Xpress Motorsports Chevrolet full-time for David Fuge.

2005 – First-year driver of the #0 NetZero Best Buy Chevrolet. Drove to top-10 finishes at Bristol and Pocono. Drove #30 Smith & Wesson NASCAR Busch Series Chevrolet to a near-top-10 finish at Daytona in July.

2004 – Fifth in the NASCAR Busch Series championship in the Rockwell Automation Chevrolet. Scored his first career series win at Charlotte in October. Qualified on the pole at Las Vegas, Daytona (July) and Atlanta. Had two top-10 finishes in Nextel Cup, including fourth place in the NetZero Chevrolet at Richmond in September.

2003 – Tenth in the NBS championship in his first full season on the circuit, driving the Rockwell Automation Chevrolet. Had eight top-fives and 14 top-10s, with a best finish of third on three occasions – Las Vegas, Nazareth and Charlotte (October). Scored an International Race of Champions victory at Chicago, after finishing second at Talladega, in his only IROC season.

2002 – Dominated the NASCAR Craftsman Truck Series enroute to the championship. Garnered five wins, 13 top-fives and 18 top-10s.

2000 – Drove in 25 Nextel Cup races, all but one in the Pfizer/Viagra Pontiac, with a best finish of ninth at Talladega in October.

1996-99 – Four consecutive top-10 seasons in the Truck series, including fourth in 1997 and fifth in 1996. Amassed six NCTS wins, 31 top-fives and 50 top-10s in 102 starts.

1995 – Won seven USAC Sprint Car race, three USAC midget races and one Silver Crown race all while putting together a top-10 season in his first year on the NASCAR Craftsman Truck Series with a win, five top-fives and a dozen top-10 finishes.

1993 – USAC Silver Crown national champion.

Early Years – Began his racing career as a youth, competing in quarter midgets by the age of 10. During the 1980s and early 1990s, moved up to super modifies, stock cars, sprint cars and midgets on his way up the professional racing ladder.

AMERIQUEST 300 WEEKEND SCHEDULE/TV COVERAGE (All EDT)

Friday, Sept. 1

4:45-5:45 p.m. – NASCAR Busch Series Practice

9:40-10:40 p.m. – NASCAR Busch Series Final Practice

Saturday, Sept. 2

6:30-8:30 p.m. – Busch Pole Qualifying (Live on SPEED-TV)

10:00 p.m. – Ameriquest 300 – 200 laps (Live on TNT)

ABOUT SKI MOTORSPORTS

President, SKI & Company – Chris Lencheski

General Manager, SKI & Company – Shawn Hackman

Crew Chief/Chief Engineer – Bob Schacht

ABOUT SMITH & WESSON

Smith & Wesson is the global provider of products and services for the safety, security, protection and sport markets. The company manufactures firearms and handcuffs and is home to America's longest-running firearms training facilities for America's public servants. The company also markets a variety of products for sport shooters, including firearm safety/security devices, shooter protective gear, knives, apparel, footwear and other accessory lines. The Company is based in Springfield, Mass., with manufacturing facilities in Springfield and Houlton, Maine. Contact (800) 331-0852, or log on to www.smith-wesson.com.

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