



Track Chic Introduces the Lug Nuts: Ladies, It's Our Turn Now

Ladies, tired of going to NASCAR, Indy, NHRA and other races and seeing women in tight outfits at the entrances to the exhibits: So is Track Chic.

Atlanta, GA, March 10, 2008 --(PR.com)-- Start your engines, ladies it's our turn to have some fun. Are you tired of the posters of women on the walls of the garage? Are you tired of the women swimsuit editions on the coffee table? Let's shift those gears, gals: It's our turn now. Introducing Track Chic's Lug Nuts.

Track Chic's Lug Nuts are a fun, lighthearted response to all the barely clad female hostesses and swimsuit competitions men have enjoyed trackside for years. Track Chic separates itself from the usual male oriented race websites and offers female race fans a place of their very own. The Lug Nuts concept introduces the Fun female race fans have been waiting for.

Theresa Earnheart, President, Track Chic says, "It's the ladies turn to be pampered at the racetrack by men ... and we'll do it with style! Track Chic celebrates the 200+ million female race fans worldwide in a sport that to date has been marketed strictly to men. Women now have their own opportunities to win gifts and prizes and enjoy Speed, Style and Sisterhood with a refreshing sense of "jocular humor."

Stay tuned for more details on all the fun things Track Chic members are planning, including their online photo competitions for your favorite Lug Nuts of the Month. Coming soon to the Track Chic Boutique are whimsical Lug Nuts gifts such as the Lug Nuts GPS, 'Because men don't ask for directions', the Lug Nuts Hearing Aid: 'Because men don't listen' or the Lug Nuts TV remote locator: 'Because men won't get up to change channels.'

Ladies can send Track Chic their own fun ideas for the Lug Nuts, such as a wet boxer short contest or Lug Nuts Swimsuit Edition, or inquire about Lug Nuts personal appearances at info@TrackChic.com.

About Track Chic

Track Chic® is the largest female motorsports internet and social community to offer women their own news source for live race updates of NASCAR Sprint, Nationwide and Formula 1 series. Real-time racing news for NASCAR, Formula 1 and Indy Racing League, plus race results, driver standings, race schedules, driver stats, circuit calendars and driver bios. Track Chic also includes 15 other race schedules from AMA Pro to Grand Am and ALMS, a free Fantasy Cup internet NASCAR Auto Racing Challenge Game, Women behind the Wheels monthly interview features, videos of racing events at Track Chic TV, F1 Minute audio cast of Formula 1 race news, special events news, and charities updates.

Track Chic's Boutique is a unique collection of both Sassy and Classy fashions, jewelry and accessories, for savvy race fans wanting more than typical T-shirts. Track Chic fashions are perfect for wearing to the track on Saturday, church on Sunday and the office on Monday. Track Chic Body Shop's offers a line of pure, healthy skin care products for their female race fans.



Track Chic actively supports charities important to women, including children, education, women's health issues and support for our military families struggling with the emotional and physical wounds of war.

Membership in Track Chic has its privileges. All Track Chic Crew Members, www.TrackChic.com/crew, receive a 10% discount on purchases in Track Chic's Boutique. Crew Chiefs, in addition to their 10% discount, also earn 10% "Fun Money" commission on all online purchases made by their Crew Members. The commission is calculated and distributed quarterly. If preferred, Track Chic will donate the Crew Chief's commission directly to the charity of her choice on the Crew Chief's behalf.

And now, the Lug Nuts: For women who share their passion for Speed, Style and Sisterhood.

For additional information on the news that is the subject of this release, contact Theresa Earnheart or visit www.TrackChic.com/inquiries/press.asp.

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