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Matrix System® Announces Sponsorship with Inception Motorsports

Walled Lake, MI – April 6, 2011 – Matrix System Automotive Finishes is excited to announce that it is one of the associate sponsors for Inception Motorsports and David Stremme, driver of the No. 30 Inception Chevrolet during the 2011 NASCAR Sprint Cup Series (NSCS).

The NASCAR Sprint Cup Series is considered one of the highest levels of motorsports competition in the world and the race cars require coatings that can stand up to the demands of performance, production and durability. From direct to metal light-weight chassis paint to the rich color and deep gloss of Matrix System's premium base coat clear coat, the opportunity at Inception will provide the team with a good platform to showcase the high performance line of Matrix System Automotive Finishes.

Commenting on the agreement, David Stremme said, "First, I want to thank everyone at Matrix System for believing in our program. Inception is all about building relationships and proving our marketing value to our corporate partners. I look forward to promoting their products and getting a chance to meet some Matrix customers and employees at the racetrack and of course, showing off our cool paint job."

The No. 30 Inception Chevrolet will make its debut beginning with the Crown Royal presents the Matthew and Daniel Hansen 400 at Richmond International Raceway (RIR) on Saturday, April 30, 2011.

About Matrix System

Matrix System Automotive Finishes, subsidiary of Quest Specialty Coatings, is one of the industry's most successful manufacturers of high quality color, clearcoats, primers, hardeners, and reducers. With an excellent product line, Matrix System has been able to convince body shops once loyal to a particular brand to convert and experience huge cost savings. Today, the AccuShade® Intermix System now leads the product line, giving body shops the ability to make over 103,000 colors with exact formulas and 2.1 VOC compliant products for California and other areas. For more information, Matrix System encourages everyone to visit its web site at www.matrixsystem.com.

About Inception Motorsports

Inception Motorsports, based in Mooresville, N.C., is a privately funded motorsports entity that creates new possibilities for its corporate partners through innovative, affordable marketing programs, which are coupled with aggressive, competitive on-track entries in NASCAR's premier series. To learn more about Inception Motorsports, please visit www.inceptionmotorsports.com.