

*News Release*

**FOR IMMEDIATE RELEASE**

November 22, 2010

**KING ENGINE BEARINGS TO PRESENT  
TECH SEMINAR AT 2010 PRI SHOW**

*Will bring understanding to race engine builders on engine bearing material selection to achieve maximum success on the racetrack*

**Cedar Grove, NJ** – King Engine Bearings, a leader in high performance engine bearings, will host a free technical seminar at the 2010 Performance Racing Industry Trade Show (PRI Show) in Orlando, Fla. featuring Dr. Dmitri Kopeliovich, the company's research and development manager. Dr. Kopeliovich will present a one-hour seminar on Friday, December 10 from 12 Noon to 1 p.m. on "Engine Bearing Material Selection" in Room S 320 D (3rd level) at the Orange County Convention Center. Light refreshments will be served.

Dr. Kopeliovich will help race engine builders understand how to pair the correct engine bearing material and construction to each specific race engine application. His seminar will also include a question and answer session.

"Those who attend my seminar will walk away with a better understanding of the forces that act on engine bearings and how to achieve maximum bearing life under the harshest conditions," said Dr. Kopeliovich.

In addition to his seminar, Dr. Kopeliovich will provide PRI Show attendees with professional engine bearing analysis at the King Engine Bearings booth #3314.

Dr. Kopeliovich is regarded as one of the foremost authorities on engine bearing research and development. He earned his Ph.D. in materials engineering and serves as the manager and team leader of King's advanced materials research and development unit. He's well known and regarded for his extensive investigations into the cause and prevention of premature engine bearing failure.

King's booth at PRI will include complete information about the company's line of high performance engine bearings for circle track, drag racing, monster trucks, tractor pulls, off-road and off-shore racing applications. For more information on King Engine Bearings and the company's complete line of performance engine bearings, visit [www.kingbearings.com](http://www.kingbearings.com).

###

**About King Engine Bearings**

Founded in 1960, King Engine Bearings is a world-class developer and manufacturer of engine bearings for automobiles, light and heavy-duty trucks, marine, aviation, standby power and other types of internal combustion engines. King's only product is engine bearings. As a result of its specialization and focus, the company is recognized for producing the highest quality engine bearings available in the market today. The King line includes OEM replacement rod, main, cam bearings, and thrust washers and its special range of high performance bearings. King's extensive coverage of domestic and import engine bearings ships from its main distribution center in Cedar Grove, N.J. and 11 other factory branch warehouses. For more information, visit [www.kingbearings.com](http://www.kingbearings.com).

**For Further Product Information, Contact:**

Limor N. DePetro  
Director of Sales and Marketing  
King Engine Bearings, Inc.  
(973) 857-0705, ext. 210  
limor@kingbearings.com

**For Further PR Information, Contact:**

Gary McCoy  
Public Relations Director  
The Marx Group  
(847) 622-7228  
gmccoy@themarxgrp.com