

News Release
FOR IMMEDIATE RELEASE
September 1, 2011

**KING ANNOUNCES 50TH ANNIVERSARY WITH
"HIT THE BULL'S EYE" PROMOTION**

Celebrates company's commitment to ultra-tight control of wall thickness tolerance

Cedar Grove, NJ – [King Engine Bearings](http://www.kingbearings.com), a leader in automotive, aviation and high performance engine bearings, is celebrating its 50th anniversary with a special "Hit the Bull's Eye" promotion. The company is giving away 50 sets of King Engine Bearings, plus a grand prize of engine bearings and four tickets to meet the driver and watch the famous Grave Digger monster truck. The 1,450 HP Grave Digger runs exclusively on King Engine Bearings.

The "Hit the Bull's Eye" promotion will take place between September 1, 2011 and January 31, 2012. Winners will be selected in a random drawing and notified by email. No purchase is necessary. Go to www.kingbearings.com/50thpromo for more details.

King manufactures its automotive, aviation and high performance engine bearings to "Bull's Eye Tolerance," which is the company's commitment to ultra-precise control of the critical wall thickness tolerance.

"We are excited to celebrate our 50th anniversary and the distinction of manufacturing our bearings to this unique 'Bull's Eye' standard," said Michael James, vice president of export sales and marketing, King Engine Bearings. "King recognized a long time ago that engine builders wanted and needed engine bearings with better tolerance control, greater reliability and superior longevity."

James says inconsistent shell-to-shell wall thickness has an adverse impact on an engine's bearing-to-crank-journal clearances. Typically this has resulted in engine builders having to compensate for these inconsistencies by pre-sorting and then select fitting differently graded shells – a very time consuming and costly process. "At King, our Bull's Eye Tolerance commitment has removed the inconsistency factor. It's a superior standard for people who demand superior results," explained James.

King utilizes statistical analysis, state-of-the-art manufacturing, and in-line process control to hold rod and main bearing wall thickness tolerances to an exceptionally precise ± 0.0001 ". This far outperforms other manufacturers whose wall thickness at the crown can vary by up to ± 0.00025 ".

Benjamin Baloga, plant engineering manager, Tomadur Engine Co., City of Industry, Calif., says Tomadur has used King Engine Bearings for over 10 years. "King has proven that they are able to hit that Bull's Eye number every time," he says.

Baloga says another company from which they bought bearings in the past was quite inconsistent and forced internal measurements of every rod bearing they received. "We are very demanding at

Tomadur,” explained Baloga, “and King has earned our confidence. King saves us a lot of time, aggravation and money because they're as picky as we are.”

Through its Bull's Eye Tolerance standard, James says King is able to provide a level of product consistency that is unmatched by any competitor.

"Because of our bearing consistency, engine builders can more easily achieve their targeted rod and main clearances. This makes their shop more efficient and their engines more dependable," he explains. "King is proud to bring added-value to its customers through the Bull's Eye tolerance advantage."

King Engine Bearings is known for its extensive 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.

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Scan here for more information on King Engine Bearings:

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.

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