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ROYAL PURPLE BECOMES OFFICIAL MOTOR OIL AND LUBRICATION PARTNER FOR INVENTOR, CHAMPIONSHIP RACER, MIKE SCHULTZ

Porter, Texas (April XX, 2013) – Premium synthetic oil manufacturer, [Royal Purple](http://www.royalpurple.com), today announced it is now the official motor oil and lubrication partner for inventor, championship racer, Mike Schultz.

As the official lubrication partner, Royal Purple will provide support to Schultz by furnishing its advanced lines of synthetic lubricants, coolant and fuel system additives for his efforts both as a competitive snowmobiler and dirt bike rider. Schultz for his part, will provide the Royal Purple technical team with valuable feedback helping to make the company's products even more effective.



Royal Purple partner Mike Schultz and his Moto Knee following a Snocross win

Photo Credit: Mike Schultz

Schultz, a veteran snowmobile and motorcycle racer for more than 15 years, can effectively split his racing career into two separate set of championship eras. From 1999 to 2008, Schultz raced internationally racking up a number of podiums and even a championship win in the series he was competing in. In 2008, while racing a professional snowmobiling event, Schultz abruptly lost control of his machine, crashing and hyperextending his leg in an accident that would ultimately require an above-the-knee amputation.

Facing a career ending injury, where many athletes would have called it quits, Schultz instead took himself to task designing and building one of the most advanced artificial limbs able to withstand the forces involved in extreme sports like Motocross, Snocross and snowboarding. Since then, Mike Schultz' Moto Knee and his company Biodapt Inc. have provided products to other athletes and veterans returning from war. The Moto Knee has been so effective, Schultz was able to return to competition; recording five podium finishes and four wins in ESPN's winter and summer X-Games competition for adaptive Snocross and Supercross.

"Mike has shown incredible tenacity in the face of tremendous circumstances," said Royal Purple Marketing Director, Randy Fisher. "An accomplished able-bodied athlete in his own right, the work he's done following his amputation both as a sportsman and as an inventor is truly remarkable and we couldn't be happier to help support him in all his future endeavors."

About Royal Purple

Royal Purple manufactures outperforming lubricants for numerous industrial and consumer needs. Join Royal Purple on Facebook at [facebook.com/officialroyalpurple](https://www.facebook.com/officialroyalpurple) and Twitter [@RoyalPurpleInc](https://twitter.com/RoyalPurpleInc). For more information on Royal Purple or its products, contact Royal Purple via mail at One Royal Purple Lane, Porter, TX 77365; by calling 281-354-8600; or by visiting royalpurpleconsumer.com.

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