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The Mosquito Patch, Venturini Motorsports Form Partnership For 2014 ARCA Racing Series Season

Concord, NC (February 10, 2014) - The Mosquito Patch, a Baton Rouge, La. brand, has entered into an associate sponsorship agreement with Venturini Motorsports for the 2014 ARCA Racing Series presented by Menards season.

The makers of the insect bite prevention product will officially launch their newest consumer marketing effort Saturday at Daytona International Speedway, site of the season-opening Lucas Oil 200 presented by MAVTV American Real. Venturini Motorsports enters Daytona as the reigning ARCA winner at the famous track.

The leap to an experienced and successful team within the brand-driven sport of American stock car racing is something Jacob Fa-Kouri, principal and owner of THIO, LLC and The Mosquito Patch USA brand, calls a "dream come true."

"The impact of the attention earned by Venturini Motorsports and their championship racing team will elevate The Mosquito Patch brand to a level we could not achieve in any other sport or venue," he said. "Racing fans are our customers - everyone enjoying the outdoors during the summer is in need of biting bug protection. Families, sportsmen, athletes, children - everyone who wishes they could be a race car driver - can add The Mosquito Patch to their list of 'must-haves' in the glove box, tackle box, lunch box, gun case, and backpack! The Mosquito Patch can safely protect the whole body, without touching the whole body."



The Mosquito Patch brand will appear on Venturini Motorsports cars throughout the 20-race ARCA season. "Product education through racing media and customer attention is the best way for The Mosquito Patch to succeed in the market, and we could not achieve success without the Venturini Motorsports family and their belief in The Mosquito Patch," Fa-Kouri said.

Research and development began in 2009 and first available in 2012, The Mosquito Patch is easy to use, DEET Free, lasts 36+ hours and can be worn under clothing without re-application every 2-4 hours like other natural oil remedies, and has the active ingredient natural vitamin B1. It is safe for all ages and can prevent mosquito and bug-borne life-threatening illnesses. The Mosquito Patch is effective in all climates where biting bugs live - mountains, woods, swamps, beaches, and tropical areas.

"This is an opportunity for us to launch with mass appeal," said Betsy Barnes, Chief Marketing Officer for THIO, LLC and The Mosquito Patch. "Not only does this work on hunters, fishermen, and athletes, but it's also ideal for fashion conscious females who want to dress up and wear something cute without smelling like bug spray. This is a product for people who like to be outdoors."

Barnes also cited although the brand is primarily familiar to those in the Southeast it has also seen interest from consumers in Mexico and Latin America, the company hopes to make The Mosquito Patch recognized on a national level through motorsports.

The first chance to do that will be in the Lucas Oil 200 at Daytona, set to air live on Fox Sports 1 at 4 p.m. on Saturday, February 15. Venturini Motorsports will enter four cars in its first race with The Mosquito Patch brand aboard, led by 2013 Daytona winner John Wes Townley and 2013 ARCA Rookie of the Year Justin Boston.



About The Mosquito Patch

The Mosquito Patch, headquartered in Baton Rouge is owned and distributed by THIO, LLC. Swamp tested, mother approved! The Mosquito Patch is the Easy, Natural and Effective Alternative to Chemical Bug Repellants. Developed in 2009 for people with an active 'outdoor' lifestyle, the Mosquito Patch offers a safe solution to preventing bug bites and diseases by transmitting a steady safe dosage of Thiamin, the active component in vitamin B1. The Mosquito Patch formula creates reliable bug repellent safe for all ages and skin types. Made in the U.S.A. the Mosquito Patch is gentle on your skin and the environment. The patch is non-aerosol, DEET-free, odor-free, water proof and provides protection for up to 36 hours. The Mosquito Patch is effective in all climates where biting bugs live. This pliable, easy to use patch is ideal for any outdoor activity including hunting, fishing, camping, picnics, sporting events, swimming, hiking and more. For more information, or to inquire about purchasing/wholesale opportunities call [\(855\) 278-8486](tel:8552788486) or visit www.MosquitoPatchUS.com, like us on Facebook (The Mosquito Patch USA) and follow us on twitter @MosquitoPatchUS.

About Venturini Motorsports

Venturini Motorsports (VMS), fielding cars for over 30-years in the ARCA Racing Series presented by Menards, is one of the premier NASCAR driver development programs in the country. Multiple team championships and consistent on-track success, VMS has evolved into one of the most recognizable names in motorsports. Since 2007, VMS has assisted in the career development of notable NASCAR drivers such as Joey Logano, Justin Allgaier, Ryan Blaney, Alex Bowman, Brian Scott, Kevin Swindell, John Wes Townley and Erik Jones. Over the years the Venturini name has become synonymous with modern-day racing in America. In 2012, the Venturini family was inducted into the National Italian American Sports Hall of Fame (www.NIASHF.org) and now find themselves enshrined with such sports icons as Joe DiMaggio, Mario Andretti, Vince Lombardi, Tommy Lasorda and Rocky Marciano.

Official: www.VenturiniMotorsports.com | Twitter: @VenturiniMotor | Facebook: Venturini Motorsports

About ARCA Racing Series presented by Menards

The Automobile Racing Club of America (ARCA) is among the leading auto racing sanctioning bodies in the country. Founded in 1953 by John and Mildred Marcum, the organization administers more than 100 events each year in multiple racing series, including the ARCA Racing Series presented by Menards, the ARCA/CRA Super Series, the ARCA Truck Series and the ARCA Midwest Tour, plus weekly racing at Toledo and Flat Rock Speedways. For more information on the series visit www.ARCARacing.com.



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