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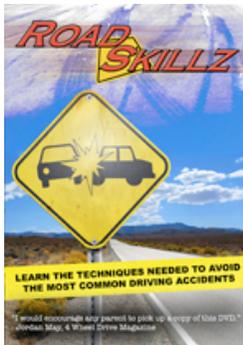
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***THE DRIVING SCHOOL ASSOCIATION OF THE AMERICAS (DSAA)
HAILS ROAD SKILLZ AS THE MOST UNIQUE AND ENTERTAINING WAY
TO EDUCATE TEENS ABOUT DRIVING SAFETY***



Los Angeles, CA (January 2006) – The Driving School Association of the Americas (DSAA) endorses **Road Skillz**, an innovative new driving skills DVD, as part of its DSAA Partnership Program. Aimed at 16 to 25-year-olds, **Road Skillz** uses well-known racecar drivers – including twenty-three year-old Arie Luyendyk Jr. from the Indy Racing League – to educate teens on how to avoid the most common accidents.

“**[Road Skillz]** is an excellent, well-done video, presented in a manner that is both entertaining and instructional,” says Jack Varnado, director of the DSAA’s office of communications. “My students really enjoyed watching this great video, and even missed some of their lunch hour to stay and watch the end! The style, pace, music and – most importantly – the length, are perfectly attuned for this audience.”

Designed as a learning tool for use in driver education, **Road Skillz** holds young people’s interest by using rapid scene changes, hip music and great graphics. **Road Skillz** will be featured as a bronze partner on the DSAA Web site and highlighted as a great new product in driver education at the DSAA’s annual international conference held in San Diego, November 16-19th. Arie Luyendyk Jr. will also be making a special appearance to sign autographs on Thursday November 17th.

“The **Road Skillz** DVD’s unique and targeted approach offers a great tool to keep teens interested,” says DSAA Executive Director Hale Gammill. “Both the material and the way in which it is presented are spot-on and should be considered a ‘must have’ for any classroom.”

Road Skillz is the first DVD to feature racecar drivers from multiple leagues. In addition to Luyendyk Jr. and Sr., the DVD includes special appearances from NASCAR Driver Boris Said, Baja 1000 Off-Road Champion Ryan Arciero, Champ Car World Series drivers Sebastien Bourdais and Bruno Junqueira along with Legendary Le Mans 24-Hour Endurance Driver Henri Pescarolo. Highlighted in the DVD, these professional drivers share their own driving experiences in a “quick tip” format, detailing the best and safest way for inexperienced drivers to correctly respond to risky situations that can occur when driving, such as driving in rain, fog, night and city driving hazards. Some of the topics covered in the DVD are Intersections, Deadly Distractions, Common Causes of Rollovers, Alcohol, Tire Blow-Outs, Skidding, Blind Spots, and Animals. More information on **Road Skillz** and to watch the trailer, please visit www.roadskillz.com.

About the DSAA

The Driving School Association of the Americas (DSAA) is an international association of driving school owners from all over the globe whose primary goal is to improve driver safety and encourage professional ethics in this industry. The slogan of **DSAA** is "The Standard in Driver Education and Traffic Safety Since 1973"™. The **DSAA** offers regional seminars around the United States and Canada about three times a year and holds an annual convention in rotating cities that brings together a large contingent of leaders from the driving school industry. Many leading companies and organizations, which take great pride in aiding its fight to save lives and make automobiles safer to use, also participate in this annual conference. More information on the DSAA can be found at www.thedsaa.org.

About Road Skillz

Road Skillz is donating 5% of all profits to non-profit organizations that provide teen driving training and education. **Road Skillz** is also presented with a Spanish soundtrack. **Road Skillz** is available for purchase online at both www.roadskillz.com and www.amazon.com with a suggested retail price of \$19.95.

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