

FOR IMMEDIATE RELEASE

Woody's Supports Breast Cancer Awareness

Hope, MI, October 10, 2007 - International Engineering and Manufacturing, Inc., maker of Woody's Traction and Control products for snowmobiles, takes part in efforts to help bring awareness and support to breast cancer charities with their Special Edition Pink Support Plates. For the 2007-08 season, Woody's will donate 25% of their pink support plate sales to various programs throughout Canada and the United States that support women and men diagnosed with breast cancer.



Two programs are currently earmarked to receive funds:

Kelly Shires Foundation – is a Canadian based charity that provides financial assistance to individuals who have been diagnosed with breast cancer. Their primary fund-raising events are two 'all women' snowmobile runs (Snow Runs) that are held every February with the locations changing on a regular basis. The changing location is part of the charity's goal of spreading the word about breast cancer. February 9, 2008 marks their 9th annual event for the Ontario Chapter and February 23, 2008 marks their 3rd annual event for the Quebec Chapter.

Pink Ribbon Riders – is a volunteer based and donor driven organization dedicated to promoting awareness of breast cancer in the motorsports industry. They raise funds to distribute to those in need of financial assistance to deal with their diagnosed breast cancer. In addition to their long list of Awareness Tour Appearances they hold five fund-raising snowmobile events (Snow Runs) throughout the USA to raise money to help those in need with the every day struggles of the disease. The 2007-08 season marks the 4th Snow Run in New York, the 2nd in both Michigan and Minnesota and the 1st Snow Run event in Wisconsin and Wyoming.

Woody's® Pink Support Plates are available in the 5/16" Round Digger® series in a package quantity of 48 and 5/16" Double Digger® series in package quantities of 12 and 48. They may be purchased online at www.woodystraction.com. In addition to the cash donation from the sales of the Pink Support Plates, Woody's will also donate a traction and control package (studs, support plates and runners) to each one of the Snow Run events. For the Kelly Shires Foundation events the traction and control packages will be given to the winners of their Best Decorated Sled Award and for the Pink Ribbon Riders events the traction and control packages will be for their Fundraising drawings.

International Engineering and Manufacturing, Inc. is approaching their 40th year of business. They design, test, manufacture, package and sell leading-edge carbide traction and control products under the trademarked name, Woody's®, to distributors specializing in motor sports accessory products. International Engineering & Manufacturing, Inc.'s products enhance and upgrade the acceleration, deceleration and maneuverability efficiency of new and existing rubber track vehicles at the latest traction technology levels. To find out more, please visit www.woodystraction.com.

Contact:

Tanya Leonard, Marketing Manager
tanya@wiem.com
(989) 689-4911



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