

THE ROCKET



As Hype Around the 2015 Season Builds, The Rocket Releases All New Online Campaign

FOR IMMEDIATE RELEASE:

Daytona, FL., January 16, 2015. James, 'The Rocket', Rispoli, announced this morning the roll out of an entirely new online marketing campaign in preparation for the 2015 season.

Rispoli has partnered with international ad marketer, Matt Hurley, of Torchlight Productions Design and Development in effort to expand his widely acclaimed brand reputation.

The new campaign is inclusive of an all-new web interface. The interface is designed to allow followers an easy and interactive navigation system, so that the fan and racing enthusiast experience flows smoothly from the main page on through the entire site.

"It's great, I finally have a solid home base that allows my fans to stay in the know," Rispoli commented, "It's important that, as athletes, we engage with our fans, and my new website helps to not only promote the sport but communicate with my fans around the world."

Hurley stated, "James goals were clear from the beginning. His mission was to provide a media platform that engages in conversation with fans and followers who are interested in the sport and our creative team did just that. The initial launch is only the beginning. We are looking forward to having an ongoing relationship with James in efforts to help expand the reach of the Motorsport community."

Rispoli spent the off-season recovering from an old shoulder injury and fresh off the operating table, experts throughout the sport agree, 2015 will be his biggest year yet.

Visit Rispoli's new webpage at <http://www.jamesrispoli.com>.

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About James Rispoli

James Rispoli has been racing motorcycles since the age of six. Over the years he has earned many AMA titles. Now, 23, James will compete in the BSB Supersport class for Team Traction Control.

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