



For Immediate Release

Roush Yates Engines Featured in Prestigious Wall Street Journal

The Wall Street Journal Recognizes Roush Yates Engines for Superior Quality Control

Mooreville, NC (Feb. 15, 2010): Mary Ann Mauldwin of Roush Yates Engines recently joined notable business leaders such as Donald Trump, Sam Walton, and Bill Gates by being featured in the distinguished Wall Street Journal. Roush Yates Engines is revolutionizing engine building with their detailed approach to product management and Ms. Mauldwin is leading the way.

Ms. Mauldwin is the director of operations at Roush Yates Engines, a premier Ford engine building company that is known for its power and reliability throughout various high-performance racing series. She has single handedly changed the way Roush Yates Engines operates since starting at the company in 2005. Her changes to the company's operations management system allow Roush Yates Engines to provide power and performance in a more proficient manner, gaining the attention of The Wall Street Journal.

"At Roush Yates our mission is to become a World Class Engine Company," said Doug Yates, CEO of Roush Yates Engines. *"To be featured in one of the World's most recognized newspapers is truly an honor and another step towards our goal of being recognized amongst the World's best in engine building and manufacturing."*

The Wall Street Journal has the largest circulation of any newspaper in the United States. Published by Dow Jones & Company, the Journal circulates over 2.1 million copies daily.

The significance of being featured in the Wall Street Journal is evidence that Roush Yates Engines has taken engine building to a whole new level. Enhancements in quality control allow Roush Yates Engines to standardize the engine building process so that all engines produce the highest power and performance.

The honor of being featured in the prominent Wall Street Journal is a rare triumph that most people will never experience. While Ms. Mauldwin is proud to represent her company well, her main focus is on continuing to improve the future of Roush Yates Engines.

"The operating systems in place at Roush Yates will provide the foundation for the company to grow and diversify," said Ms. Mauldwin. *"These systems offer structure and discipline to standardize and replicate processes enabling management to make better business decisions. Best practices and well-trained team members are definitely important components of a company with limitless potential for success."*



Meanwhile, the significance of the article does not go unnoticed by her fellow co-workers.

“The Wall Street Journal has always been a leader in the world of business,” said Jeff Clark, National Sales Manager for Roush Yates Engines. *“It is very impressive to have Roush Yates Engines and one of our employees noted in this publication. It gives all of the employees a sense of pride to have Mary Ann representing us in The Wall Street Journal.”*

Roush Yates specializes in providing leading edge components and systems that drive exceptional performance from their engines. By continuing to raise the bar in reliability and power, Roush Yates Engines is able to supply high-performance engines for almost any application.

Thanks to ongoing advancements in manufacturing quality control such as those implemented by Ms. Mauldwin, Saturday night racers are now capable of running the same high-quality engines built for NASCAR’s elite series drivers in their own personal racecars.

Roush Yates Engines believes their new operations management program is improving all aspects of the company, including their licensed used parts department. Roush Yates Performance Parts is a division of Roush Yates Engines that sells used parts proven to perform in the NASCAR Sprint Cup, Nationwide, Camping World Truck, and ARCA series. For more information on Roush Yates Engines or Roush Yates Performance Parts, please visit our website at www.roushyates.com or www.roushyatesparts.com.

About Roush Yates

Roush Yates Engines designs, engineers and crafts high performance racing engines with the power to perform and the horsepower and durability you’d expect from legendary NASCAR pioneers Jack Roush and Robert Yates. The partnership of power and precision has come from merging the knowledge and experience of two legendary engine builders, both with a passion for winning today and powering up for tomorrow.

Roush Yates CEO, Doug Yates, leads a staff of 175 engineers and technicians who design, assemble, test, and service racing engines at two separate state-of-the-art facilities in Mooresville, North Carolina. Here, the best minds and latest technology are hard at work producing nearly 1,500 racing engines each year for teams in the NASCAR Sprint Cup Series, NASCAR Nationwide Series, NASCAR Camping World Truck Series, ARCA, Grand-Am, FIA GT3, and NHRA Pro Stock. At Roush Yates Engines, the mission is Power Performance, which is achieved through innovation design, precision engineering, and skilful craftsmanship. Building the best engines in racing today, providing service that’s second to none, and honoring a commitment to research and development are the heart of Roush Yates Engines.