

For Immediate Release:

**JACOBS LAW GROUP REPRESENTS MATTHEW SCHARLE, DESIGNER OF THE NASCAR--
NEXTEL CUP TROPHY IN LITIGATION WITH NASCAR**

November 11, 2004

The Jacobs Law Group announces its representation of Matthew Scharle in the assertion of his claims of copyright infringement and violations of the rights to attribution against NASCAR. Mr. Scharle is the designer of the NASCAR Nextel Cup Trophy. NASCAR in its press releases has identified another person as the designer and has refused to correct the misattribution.

Mr. Scharle is an independent artist, product designer and illustrator. Mr. Scharle has extensive experience in designing a significant percentage of NASCAR related products and merchandise as a former employee of and independent contractor for the Franklin Mint. Currently, Mr. Scharle performs product design and illustration from his independent Southern New Jersey design studio for his clients including the Franklin Mint and other merchandising companies.

Working from his South Jersey design studio, Mr. Scharle spent over one year working on the design of the Trophy that ultimately became the NASCAR/NEXTEL Cup Trophy, unveiled last month by NASCAR. However, NASCAR refuses to acknowledge Mr. Scharle's creation, or his ownership of his own work.

There are two races left in the NASCAR Nextel Cup season before the Trophy is to be awarded. NASCAR plans to award the Trophy at a nationally broadcast event on December 3, 2004.

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