

For Immediate Release  
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**ASPHALT RISING IN OMAHA: CARS AND COFFEE™ NEBRASKA LAUNCHES JULY 19TH**  
***Orange County Tradition Cars and Coffee Unites Midwest Car Buffs***

**Omaha, Nebraska. July 7, 2008** - As of July 19th, the auto enthusiasts of Omaha will give up sleeping in on Saturday mornings. While most of the city enjoys rest from 7-9 a.m., the intersection of 156th and Maple will be all abuzz with the sounds of revving engines. Classics, Muscle, Street, or whatever you enjoy driving are welcome. And they will all be racing to get their slot at Cars and Coffee™, a weekly grass roots-style auto show, akin to show and tell, dedicated to uniting the collectors and builders while embracing those who simply have a passion for cars.

Omaha resident Duane Bartelt was first introduced to Orange County's Cars and Coffee™ courtesy of Car Crazy on the Speed Channel. Co-Owner and Senior Vice President of The Ark Group a National Insurance Brokerage and Financial Planning Company and, more importantly, the President of the Mustang Car Club of Omaha, Bartelt immediately recognized the need for a local installment of such and electronically extended queries to Ruddick and Ferguson of Cars and Coffee™. What could be better than a non-judgmental environment where auto hobbyists can spend a couple of daylight hours with like-minded people and their cars? He then posed this question to colleagues Bruce Kuch and Dave Olander who all agreed that their town would benefit from this kind of forum. It was time for hobbyists who enjoyed tinkering, collecting, and observing, to take pride in their work and share it!

The results of the trio's collaborative efforts will be unveiled July 19th. Participants and spectators are more than welcome to bring their own cup of joe however with Hy-Vee's Starbuck's and breakfast buffet right on site, one can avoid accidentally spilling in the car along the way. The July 19th launch will grant locals and visitors the Saturday morning sights, sounds and smells of life in the fast lane without even getting a ticket.

Having originated in Crystal Cove, California in 2005, Cars and Coffee™ began as a group of auto enthusiasts who simply wanted to share their cars with each other in an environment where they could be comfortable enough to ask questions, learn and experience the joys of the diverse offering of cars. As the meetings faced growing pains a new location was afforded in Irvine, California. As the event has grown, so has the commitment to keeping it low key in order to stay true to the aficionados. Attracting upwards of a combined 1,000 participants and spectators on any given weekend, Brent Ferguson and Josh Ruddick established [carsandcoffee.info](http://carsandcoffee.info) as they realized the need for an organized, centralized location where people could go and get information, post their awesome pictures, and become aligned with

other car hobbyists. The original handful of members has grown exponentially into a kinship of loyal auto enthusiasts from as far away as Germany, France, Australia and Japan. Born as a communal meeting place, Carsandcoffee.info has grown into an online social community for car devotees worldwide. Ferguson and Ruddick have transformed their passion into a reign as beacons for the car culture community ultimately creating an internationally recognized online brand. The press can't seem to get enough as car magazines from around the world have lavished attention on the event as has the Discovery Channel. Ruddick and Ferguson look forward to sharing member-based e-newsletters packed with special features including spotlights on up and coming Car Clubs, Road Trips, Car of the Month, and a lot more. Ruddick and Ferguson's most recent auto aficionado expansion includes the successful launch of Cars and Coffee™ Las Vegas with host Salomon Braun last June 14th, to date this Irvine-inspired grass-roots car show attracts some 500 spectators weekly.

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