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FOR IMMEDIATE RELEASE:

Match Corporation to Receive Lifetime Achievement Award **at Route 66 Rendezvous Cruisin' Hall of Fame® Induction Ceremony**

SAN BERNARDINO, CALIF. (June 29, 2009)– The Match Corporation will join past Lifetime Achievement Award recipients such as Jack Brown of Stater Bros., Dick Dale “King of the Surf Guitar”, and most recently famed drummer of the sixties and seventies, Hal Blaine.

Founded in 1918 by John Match, Match Corporation operates out of San Bernardino, Calif. and has been the leader in the construction industry for over ninety years.

“From the beginning our goal has been to deliver the finest highways, airports, flood control works and military installations possible in California,” stated Martin Match, John’s son. In 1950 Martin and brother Jack expanded company operations throughout the Western United States. They developed modern techniques that are in use today, setting world records for production and quality in highway pavement.

“Today, the third generation shares the ownership and management of one of the nation’s most experienced construction firms, “ says Steve Match. “We continue our commitment for innovation and excellence with our current projects in contracting, asphalt production and paving and material sales.”

“It is fitting that we recognize the Match Corporation for their role in bringing to life Route 66 and the roads that all the cars love to cruise on at the Route 66 Rendezvous, “ states Wayne Austin, president and CEO of the San Bernardino Convention & Visitors Bureau. “From entertainment to community involvement, the Lifetime Achievement Award serves to recognize the sacrifices made in order to fulfill one’s dreams, and the Match Corporation has been instrumental in building the infrastructure of Route 66. The SBCVB, in conjunction with the City of San Bernardino, established the Cruisin’ Hall of Fame in 1995. A landmark area called the “Route 66 Plaza” was created just outside City Hall as a backdrop for the Cruisin' Hall of Fame. A specially designated wall, with a map of “America’s Main Street,” serves as the actual monument.

The Match Corporation will be honored along with the other 2009 inductees, Wanda Wells of Wanda’s Upholstery, Airstream, The Grand National Roadsters Show, and Westways Magazine at the Cruisin’ Hall of Fame Induction Ceremony on Saturday, September 19, 2009 at the San Bernardino County Government Center Rotunda, 385 N. Arrowhead Ave., San Bernardino beginning at 9:00 a.m. The cost is \$30.00 per person, and tickets must be purchased in advance at the Route 66 Rendezvous office, 415 West 2nd Street, San Bernardino.

California’s largest cruisin’ classic car show, the Stater Bros. Route 66 Rendezvous® takes place September 17-20, 2009 and will transform the 35-blocks of historical downtown San Bernardino, Calif.

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into an automotive haven with 1,900 hot rods, classics and custom cars cruising. This event is free to the spectators who will enjoy the classic cars, music and entertainment, sponsor displays, legendary guests, contests and commercial exhibitors. For more information, visit www.ROUTE-66.org.

Charitable contributions made by The Route 66 Rendezvous include: The Boys and Girls Club of San Bernardino; the Elks Lodge of San Bernardino, Redlands and Riverside; the Route 66 Museums of Victorville and Barstow; the Public Safety Academy; the Neighborhood Cluster Association; Vietnam Veterans of America – Inland Empire; The Swans Club; Inland Young Marines and U.S. Air Force Recruiting Academy. The San Bernardino Convention & Visitors Bureau (SBCVB) is a private, non-profit corporation providing destination sales and marketing services for the City of San Bernardino.

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