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**HRE PERFORMANCE WHEELS RETAINS KAHN MEDIA
FOR PR & SOCIAL MEDIA MARKETING PROGRAM**

RESEDA, Calif. (April 1, 2010) – HRE Performance Wheels, one of the most well-respected manufacturers of forged high-performance wheels in the world (HREwheels.com), has engaged Kahn Media to assist with public relations and communications and initiatives, including targeted media outreach, social media marketing, new product debuts, events, motorsports coverage and special projects.

Kahn Media will provide the San Diego, California based company with media outreach and PR assistance for the brand and its full range of premium forged 3-piece and Monoblock wheels for the racing, luxury and sports car market targeting the discriminating driver. Kahn will work with HRE management on strategic planning initiatives, and the development and implementation of dynamic social media marketing campaigns to elevate brand visibility, increase sales, and promote the company's top products. Kahn Media will also promote HRE's motorsports initiatives.

"We are thrilled to work with the team at HRE," says Kahn Media president Dan Kahn. "The entire company is focused on designing, engineering and manufacturing the finest wheels available anywhere in the world, and that focus and drive shows in their product line. We are looking forward to connecting with HRE fans and spreading the word about their incredible product line through traditional and social media - it's going to be fun."

HRE Performance Wheels designs, engineers and manufactures forged 3-piece and 1-piece forged aluminum alloy wheels for Racing, Performance and Lurxury cars and SUV's in their San Diego, California-based, TÜV-approved facility. HRE's built-to-order wheel sets offer a customized choice of offsets, widths and finishes, resulting in a uniquely personal style and performance solution for each customer's application. HRE wheels are sold through select high-end car dealerships, specialty retailers and performance companies worldwide. For more information, visit www.hrewheels.com or call an HRE wheel expert at (760) 598-1960.

Kahn Media (www.KahnMedia.com) is based in Reseda, California and was founded in 2008. Its clients, covering a wide variety of automotive and lifestyle industries, include Hotchkis Performance, Red Line Oil, Spectre Performance, Classic Recreations and more. With a deep understanding of the traditional media industry and the new media landscape, Kahn helps clients forge hybrid social media marketing PR programs that simultaneously increase brand awareness, improve sales and drive search engine optimization. In the past, Kahn has represented global consumer products brands, top-tier sports car manufacturers and successful regional businesses.

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