



FOR IMMEDIATE RELEASE - March 10, 2011

Georgetown, Ontario - H3R Human Resources Services of Georgetown, Ontario, announced today that it has entered into a partnership agreement with AIM Autosport of Woodbridge, Ontario as part of its H3R Racing program. H3R will be providing AIM with human resources counsel and support as they compete in the Rolex GRAND AM and Star Mazda racing series in exchange for promotional consideration.

H3R is proud to become a partner of AIM Autosport, one of Canada's premier racing teams and the only Canadian-based team competing in the prestigious Daytona Prototype (DP) division of the Rolex GRAND AM Series. AIM's #61 BMW Riley with drivers Mark Wilkins and Burt Frisselle can be seen live on SPEED TV throughout their exciting 12 race season.

In announcing the new partnership, H3R Managing Director Michael Bennett stated "AIM Autosport has a long track record of success in racing and over the years have developed a reputation for apprenticing and developing top drivers, engineers and mechanics. It is this commitment to success and developing talent that has produced top results, including numerous podiums and winning the 2008 Star Mazda Championship. AIM's approach to racing, business and their people aligns perfectly with the philosophy that H3R brings to our clients and is why we are thrilled to be working with them".

AIM Autosport Principal Ian Willis added "AIM has always believed that our people are what has made our team successful. I am pleased to add H3R to our roster of partners and am excited about the expertise and experience in people management and human resources that Mike brings to us. I know H3R will contribute to our continuing growth and success as a team".

You can follow all of the activities of H3R and *H3R Racing* on our website at www.H3Rservices.com or on Twitter at www.twitter.com/H3Rservices.

About H3R Human Resources Services

H3R Human Resources Services is an HR consulting and outsourcing business, based in Georgetown, ON, with a solid reputation for providing valuable counsel, support and products to its clients. As a small or medium sized business, not-for-profit or association without a human resources professional on-staff, H3R will support your HR needs with strategic counsel, tactical decision making and efficient day-to-day transactional support. H3R services include full outsourcing of strategic and day-to-day HR as well as project based work in all areas of HR. If you have an HR Department, H3R will support it acting as an extension of their capabilities on a project basis or through the outsourcing of specific programs or tasks.

H3R Managing Director Michael Bennett CHRP is a graduate of Sheridan College's Human Resources Management Program, with which he maintains strong ties as a part-time instructor and a member of the Program Advisory Committee. He is also a former Director and President of the Sheridan Alumni Association.

In 2010, Michael completed a 5 year commitment on the Executive of the Halton Chapter of the Human Resources Professionals Association, including a two-year term as President. 2010 also marked the completion of two terms (six years) as a Citizen Representative on the Halton Diversity Advisory Committee.

About H3R Racing

H3R Racing provides customized HR products and services for race teams and tracks, including the H3R Racing HR Toolkit, a collection of templates, tools, forms and how-to guides to assist race teams and tracks with their HR administration and people-management, as well as HR systems and products specifically designed for small businesses and consulting and outsourcing services.

H3R Racing is also a support program for Canadian-based race teams and drivers that combines financial sponsorship and the provision of HR services to enable them to compete at their highest level. H3R Racing sponsors Halton Hills based Rally Driver Peter Kocandrl.

About AIM Autosport

AIM Autosport is a professional motorsports team active in highly-competitive sports car and open-wheel racing series in North America. AIM has achieved success at every level through its operating efficiency, engineering skill, experience, dedication and stability of workforce. AIM's top-tier program is a Daytona Prototype entry in the Grand Am Rolex Sports Car Series.

Since its launch in 1995, AIM has built a winning heritage by fielding competitive cars for talented young drivers in junior development categories. That continues with multi-car teams in the Road to Indy® professional driver development ladder where AIM is a perennial pacesetter in Star Mazda and USF2000.

- 30 -

For more information about H3R Human Resources Service or the *H3R Racing* program, please contact Michael Bennett, Managing Director, at 905-702-7595, or visit our website at www.h3rservices.com.

For more information about AIM Autosport, please contact Mark Jackson, AIM Media Relations, at 416-891-0261, or visit their website at www.aimautosport.com.