

THE MILWAUKEE *Masterpiece*

AUGUST 27 - 28, 2011

DATE

FOR IMMEDIATE RELEASE

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OFFICIAL MODEL FOR 2011 MILWAUKEE MASTERPIECE CONCOURS D' ELEGANCE
Automodello™ Victress S1

Milwaukee, WI.....The Milwaukee Masterpiece is proud to announce another 'first' as part of their 2011 concours d'elegance. Automodello™, a company specializing in creating precision replicas of important and historical cars will debut their latest creation – a Victress S1 Roadster. This is the first time a precision scale replica has been issued in connection with this prestigious event and marks one of the very few occasions when an Official Model has been issued for any concours.

To celebrate, Automodello™ will issue up to 192 Victress S1 models with a special Milwaukee Masterpiece commemorative plaque and certificate of authenticity signed by Merrill Powell, co-founder of Victress Manufacturing Co. To add to the excitement and celebration of this limited edition release, Merrill Powell will be in attendance at the 2011 Milwaukee Masterpiece to further personalize your certificate of authenticity.

Twenty-five percent of the proceeds for each sale will go towards supporting the event itself, which takes place at Veterans Park on Milwaukee's lakefront August 27 – 28, 2011. This special model is available for sale exclusively from Diecasm (www.diecasm.com) and during the two-day event.

A FULL WEEKEND OF AUTOMOTIVE EVENTS BENEFITING THE
CHILDREN & ADULTS WHO RECEIVE SOCIAL SERVICES FROM JFS

WWW.MILWAUKEEMASTERPIECE.COM

C/O JFS, INC. 1300 N. JACKSON STREET MILWAUKEE, WI 53202 414.390.5800

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For more information on The Milwaukee Masterpiece and Automodello™, visit them at

www.milwaukee-masterpiece.com or www.automodello.com, or become a fan on Facebook.

About The Milwaukee Masterpiece

The Milwaukee Masterpiece is a full weekend of automotive events with rare cars and motorcycles from around the world. **Saturday's Club Day** includes American Power, European Sports Cars, Hot Rods and up-to-the minute World Class Exotics. Over 40 local and regional clubs will display their finest. **The Concours d'Elegance** on Sunday honors history's most beautiful cars. You're invited to see the world's finest Charming Antiques, Flawless Classics, Historic Race Cars...and more!

The Masterpiece benefits JFS, Inc. Since 1867, JFS has provided comprehensive social services through counseling, older adult and exceptional needs services for individuals of all ages, races, religions and lifestyles.

About Automodello™

Automodello's mission is to bring to the collector market noteworthy enthusiast vehicles that have been ignored or underrepresented in the diecast and resincast markets. We are committed to producing the best 1:43 models in the industry. From our very first release of the Griffith Series 200, and continuing with the Bricklin SV-1, Fitch Phoenix, and, Griffith Series 600 through the upcoming Packard Twelve Convertible Victoria and Victress S1, Automodello has been roundly praised for its quality and accuracy. Why? Because, we are fanatical about authenticity! With each release Automodello consults with individuals involved in the creation of the original vehicle from the inception of the modeling process to ensure the most accurate detail. This goes beyond a mere endorsement—Automodello's 'Founders' help create the replicas! They make sure we get it right so you get what you expect—the best 1:43 model you can buy!

The Victress S1 (AM-VIC-S1X-FE) is available for immediate pre-order and exclusively from Diecasm, LLC (www.diecasm.com) now through August 28, 2011 with The Milwaukee Masterpiece receiving a donation of 25% with each order.

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