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Rockwell Welcomes AMA Supercross Riders Mike and Jeff Alessi to the Rockwell Family

Rockwell is pleased to announce an on-going partnership with rising Supercross stars, and brothers, Mike and Jeff Alessi

Rockwell Time, Salt Lake City, UT, March 11, 2009

Rockwell Time is a leading manufacturer of action sports lifestyle and street fashion watches, and has a growing presence on the AMA Supercross Series.

AMA Supercross rider #800, **Mike Alessi**, is currently eighth in the Supercross point standings, but has been gaining ground with a 4th place finish last weekend at Daytona, and a 3rd place finish at Indy two weeks ago. Mike is widely considered to be one of the fastest starters in supercross and Rockwell will be giving Mike a new Rockwell watch each time he gets the holeshot and when he podiums. His goal is a Top-5 finish for the season.

Watch for special Rockwell promo codes at www.alessiracing.com whenever Mike wins a holeshot or podiums.

Mike's brother, **Jeff Alessi**, races in the West Coast Lites class and currently sits in 9th place. Look for more from Jeff. He's another up-and-coming rider that's going to surprise people.

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