

NEWS RELEASE



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50TH ANNIVERSARY SHELBY "STREET" COBRA SELLS OUT WITHIN 48 HOURS OF ANNOUNCEMENT

LAS VEGAS –January 3, 2011- Jan. 31, 2011– Within 48 hours of the official introduction of the 50th Anniversary Shelby Cobra Street Car by Shelby American, a wholly owned subsidiary of Carroll Shelby International Inc., (CSBI.PK), all 50 cars were purchased by consumers and Shelby dealers. The Anniversary Shelby Cobra was unveiled to journalists during the Barrett-Jackson Auction in Scottsdale, Ariz., on Friday, Jan. 21, 2011. The entire run of cars was snapped up when the announcement was made public in an official news release.

"The strong demand for these cars proves that the Shelby Cobra is still as desirable and sought after today as it was 50 years ago," said John Luft, president of Shelby American. "People who didn't have the opportunity to buy one in the 1960s jumped at the chance to own one of these very special collector's edition Shelby's. Although the entire factory allocation has been spoken for, a few of these anniversary cars are still available from our Shelby Cobra dealers who seized the opportunity and bought multiple cars."

Shelby American ceased manufacturing the original small block Cobra in 1965. In 1996, Carroll Shelby returned it to the streets as the CSX8000 continuation series Shelby Cobra. The cars incorporate safety and performance improvements without sacrificing originality. The Cobras retain the authentic style leaf spring suspension but are upgraded to contemporary standards while the bodies are available in aluminum or fiberglass. Cobras can be ordered from an official Shelby Cobra dealer. Each car is built to order with the customer choosing body color and stripe configuration; it is delivered as a rolling chassis, less drive train, with a 1962 MSO. The continuation Shelby Cobra can be fitted with a proper drive train by a customer or dealer.

The limited edition street Cobras will all be painted "Shelby black" with a rich wine colored leather interior, special 50th Anniversary badges, wire wheels, Wilton Wool carpeting, modern brake discs and a stronger frame. MSRP for the 50th Anniversary Shelby Cobra starts at \$69,995 for a fiberglass or \$134,995 for an aluminum bodied car, without drive train. Information about the car can be found at <http://shelbyamerican.com/50th.asp>.

ABOUT SHELBY AMERICAN

Founded by legend Carroll Shelby, Shelby American manufactures and markets performance vehicles and related products. The company manufactures authentic continuation Cobras, including the 427 S/C, 289 FIA and 289 street car component vehicles. The company offers the GT350 and GT500 Super Snake post-title packages for the current generation Ford Mustang. For more information, visit www.shelbyamerican.com.

ABOUT PLANET COBRA

Planet Cobra is the most trusted resource for buying and selling genuine Shelbys today. The company has been in the business for over 30 years and has access to unlimited contacts, databases and insider information that can help enthusiasts buy or sell a Shelby Cobra or Mustang at the best possible price.

Stephen Becker, well-known and respected Shelby expert, is one of the most prolific authorities on Shelby automobiles. His expertise and in-depth knowledge has been tapped by clients to purchase, consign and restore original Shelbys. Becker has been retained by key auto groups and leaders to authenticate and value Shelby vehicles. More information is available at www.goplanetcobra.com or by calling Aaron Cook at (214) 520-3430 / acook@tprm-usa.com.

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