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Bed Wood and Parts Retains Marketing Specialists ***bonspeedMedia*** *Jeff Major Announces Brand Building Campaign to Increase Awareness of Bed Wood Products for Trucks*

Hopkinsville, KY July 31, 2009- Bed Wood and Parts announced today that it has retained *bonspeedMedia* of Anaheim, California to invigorate its brand position, marketing and corporate image in the automotive aftermarket. Bed Wood and Parts is a leading manufacturer of precision-built wood beds and products for the specialty aftermarket. The company, located in the Southern United States, has developed both wood replacement kits and offers custom constructed products for all types of trucks. The unique product offerings allow restorers and customizers to replace the wood that was originally installed by the factory with a choice of exotic wood or domestic woods.

bonspeedMedia is primarily known for its specialized branding, event and product marketing in the automotive, luxury and motor sport markets. *bonspeedMedia* clients have included Ford, Jaguar, Saleen, BMW, Barrett-Jackson, Bombardier Aircraft, Michelin and many others. *bonspeedMedia* offers its clients a specialized perspective as the team draws on actual business experience and not just an standard agency view. *bonspeedMedia* is part of Bonneville Worldwide, Inc., a holding company that owns a luxury and sport watch brands and direct mail catalog and is a manufacturer of premium aluminum wheels. Our company is excited that Bed Wood and Parts has sought our expertise to grow its brand. Products Made in America with core values that reflect the American tradition of quality, like those from Bed Wood and Parts are of particular interest to us!, said Brad Fanshaw, *bonspeedMedia* President.

Jeff Major began building wood replacement beds for trucks and specialty vehicles from a necessity he found when constructing his own custom vehicle. Realizing that quality products were not available for the consumer that offered both precision fit and a choice from a variety of woods, Major founded Bed Wood and Parts. Today, the company utilizes state-of-the-art computer aided design to fabricate wood beds and products for virtually any truck ever made. Custom builders around the world have sought the exotic woods offered by Major's company as the final touch for show their vehicles. Bed Wood and Parts has grown by word of mouth and customer satisfaction, our products are very specialized and I realized that the company required something extra for future growth. Generating sales through establishment of our brand and the product is essential. *bonspeedMedia* understands our market, our product and they have hands-on experience in the automotive aftermarket, I chose them for these key reasons. stated Jeff Major, Bed Wood and Parts President.

Bed Wood and Parts is reinforcing the existing product offerings including the revolutionary RetroLiner™ a classic wood look for new trucks. With a variety of new products on the horizon, Bed Wood and Parts is ready to bring classic American good looks to every truck around the world.

Bed Wood and Parts was founded in 2006 by Jeff Major, with the wood shop and headquarters in Hopkinsville, Kentucky where craftsman fabricate replacement and custom bed products for trucks and others custom vehicles. From quality restorations to the most exotic custom truck and even late model daily drivers, Bed Wood and Parts offers ready-to-finish and install kits, because "Wood Looks Good!"©. For additional press information about Bed Wood and Parts, installation advice from Jeff Major or photos; call (714) 666-1999. Visit: www.bedwoodandparts.com.

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