



CANADIAN COMPANY LAUNCHES OVERHAUL OF FORMULA 1 DRIVER SITE PULP&FIBER PRESENTS: WWW.LIUZZI.COM

Toronto, ON (March 15, 2010) – A Toronto-based web design company has teamed up with Formula 1 driver, Tonio Liuzzi, for a massive overhaul of his personal website, www.liuzzi.com.

Bringing the site up to speed with the high tech world of F1 was an enjoyable task for Canada's Pulp&Fiber who is run by and employs several race fans.

Every part of the site was scrutinized and rebuilt bringing advanced technology and innovation with cutting edge graphics, site optics and a new navigational concept.

A picture is worth a thousand words and the new site has no shortage of images to help tell the story of season on the F1 circuit. The most established racing photography group in the world, Sutton Images, will provide a constant stream of new shots for fans at every race.

Liuzzi, who spent several years climbing the racing ladder joined Force India as a test driver in 2008 and took over a full-time race seat at the 2009 Italian Grand Prix. He first drove in F1 in 2005 and has over 40 races under his belt. He is a former world karting champion (2001) and has proven to be among the best at every level he has competed in.

Liuzzi will be coming to Montreal this year for the Canadian Grand Prix, scheduled for June 13. Pulp&Fiber congratulates Tonio on scoring points in the season opening race in Bahrain.

Established in 2000, Pulp&Fiber is a full service marketing, design and print agency based in Toronto, Ontario. Made up of industry experts, Pulp&Fiber implements creative substance in all brand strategies from name development and logo creation, to print production and execution. www.pulpandfiber.com

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Pulp&Fiber is a full service marketing, design and print agency based in Toronto, Ontario. Made up of industry experts, Pulp&Fiber implements creative substance in all brand strategies from name development and logo creation, to print production and execution. As the pioneers in nightlife marketing, Pulp&Fiber have created concepts and branding components that have set the standard for Toronto nightlife.