

Back in 1993, Mike Key caught the publishing bug when he produced a monthly club magazine, **Redline** for the Colorado Region Sport Car Club of America (SCCA). The club provided content and photos to Mike to which he assembled the pieces into a finished product that was press ready. Redline won 1st Place at the SCCA National Convention for Regional publications in 1994. When Mike moved back to central New York he got the crazy notion to publish a magazine that covered area Hot Rodders, cruisers, drag racing and even some roundy-round racing. **PerforMax Motor News** gained a strong following, but production costs ended the publication's run after a couple years.

Part of the production cost was paying photographers to use their images in the articles in the magazine. This got to be an expensive cost, so Mike purchased some camera gear and started shooting his own photos. Once the warm summer months turn to cold, snowy days, the Hot Rodders and racers go into hibernation so there's not a lot of activity to cover. So **PerforMax Motor News** turned to snowmobile racing for winter motorsport coverage.

When the magazine folded in 1998, Mike got involved with **The Big East Snocross Tour** which held events throughout New York and Pennsylvania. The inaugural season was the 1999-2000 season. Mike designed the circuit logo and printed promotional materials for BEST and shot photos for the BEST newsletter

### **Hot Laps**

. It was quickly realized that racers wanted to purchase photos of the racing action which turned into a very lucrative second income. High school classmate and co-worker Ann (Pelton) Edwards came up with

### **Extreme Exposures**

for the branding of the racing photography.

In the beginning, Mike would shoot a number of rolls of film then rush off to the local one-hour photo lab to kick double 4x6 prints. Immediate product and quick sales were realized. In 2003 Extreme Exposures entered the digital age with a Nikon D100 SLR. A Big East Sno-X event at Broome-Tioga Motocross park was the first digital event covered with immediate success in not only quality, but quantity of shots that were able to be captured. The Nikon N90 35mm never saw another snocross event through its lens.

**Extreme Exposures** quickly became more than a photographic provider as the marriage between digital images and Adobe Photoshop opened a whole new door to motorsport

photography and design. Extreme Exposures has covered the aforementioned snocross racing, shooting Big East Snocross, Rock Maple Racing, East Coast Snocross, WPSA and ISOC sanctioned events. Galleries for snowmobile grass drag events in New York and New Hampshire as well as NHRA drag racing events have been piling up since 2003. The digital images provided a solid foundation for Extreme Exposures' graphic design business that has provided designs for print, large format and Internet web design clients.

So remember, a computer and software are only tools that designer uses to bring their visions to life. **Let Extreme Exposures bring your visions to life!**