

For Immediate Release:

Contact:

Shawn Crandall
Dave and Adam's Card World
(716) 838-3300
(716) 838-9896 fax
scrandall@dacardworld.com
www.dacardworld.com

Dave and Adam's Card World Announces Launch of AD28Authentic.com to showcase Exclusive Agreement with Star Running Back Adrian Peterson

Buffalo, NY, November 5th – Building on their relationship with Minnesota Vikings star running back Adrian Peterson, www.AD28Authentic.com has been launched and is being powered by the Buffalo based company Dave and Adam's Card World.

Dave and Adam's Card World in partnership with Peach State Sports of Atlanta, GA, signed Adrian Peterson to an exclusive contract back in March of 2007. The contract grants the company rights to Peterson's autographed memorabilia, trading card contracts, and personal appearances. Co-owner Adam Martin recently traveled to Minneapolis to meet with Adrian Peterson and acquire new products to coincide with the launch of www.AD28Authentic.com.

The site features various autographed products from Peterson, including Oklahoma Sooner items, as well his current team the Minnesota Vikings. The site also includes news and updates on Adrian Peterson, who is being regarded by many experts as the front-runner for NFL Rookie of the Year. Peterson recently broke the NFL single game rushing record with an unbelievable 296 yard performance on November 4th against the San Diego Chargers.

For additional information on Dave and Adam's Card World Launching www.AD28authentic.com, contact Shawn Crandall or visit the Dave and Adam's Card World Homepage, www.dacardworld.com

Dave and Adam's Card World is a Buffalo based company with 70 employees and is generally regarded as the #1 seller of sports cards, gaming cards, and memorabilia in the world. For more information please visit www.dacardworld.com.

-END-