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Backgrounder:

KENNETH T. NORRIS, JR.

Kenneth T. Norris, Jr., Chairman, President and Chief Executive Officer of Norris Industries, feels strongly that his company's sponsorship of the new Jack McCormack Talon entries in the Formula 5000 pro-series presents "perhaps the most formidable and ambitious challenge we have faced in five years of competitive racing."

The Norris "Team of Champions", unites one of the most colorful and outspoken competitors in racing -- Sam Posey -- with a new and innovative American car -- the Talon -- built by a new manufacturer, McCormack Racing Enterprises.

"We see the Talon as essentially embodying Norris Industries' own basic principles of engineering -- a product soundly designed, carefully developed, and then thoroughly tested before its introduction to the public," Mr. Norris points out. "We are confident that the Talon and the gifted Norris team will set new standards of championship performance in this year's Formula 5000 competition."

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An uncompromising commitment to technical excellence and dedicated professionalism has characterized Norris Industries' role in racing since Ken Norris decided in 1970 that auto racing represented a technically allied medium with access to a huge and influential consumer audience through which the story of Norris Industries and its products and capabilities could be told with special relevance.

Perhaps the goals for the racing program are best expressed in a credo formulated for Norris Industries several years ago:

"Many things change over the span of time, but the fundamental things which have made us successful have never changed, nor will they change. These are dedication to sound business principles and ethics, imagination, creativity and a never-ending desire to be the best at whatever we do."

It is the philosophy of a "never-ending desire to be the best" that, at once, goes to the root of motor racing competition and is shared by Norris personnel at all levels of the diversified manufacturing firm.

Racing is basically another form of competition -- and Ken Norris is a highly competitive person.

He was captain and two-year letterman on the USC Trojan crew. He was graduated from the University of Southern California with a B.S. degree in Industrial Management in 1953 and immediately entered the business. With time out for military service in 1954-56, he has moved up through managerial and executive positions to his stewardship of the company.

Ken was born four months after his father, Kenneth T. Norris, Sr., launched the company as the Norris Stamping & Manufacturing Co. It was

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1930, with the bottom of the Depression still ahead, but the infant company recorded a modest profit in its first year and has prospered ever since.

Upon the elder Mr. Norris' passing in 1972, Ken Norris, Jr. -- who already held the posts of President and Chief Executive Officer -- also became Chairman of the Board.

In addition to his business interests, Ken Norris is widely active in community affairs.

He is a Trustee of the Norris Foundation; a member of the Board of Councilors, University of Southern California School of Business Administration; a Director of the Estelle Doheny Eye Foundation; a member of the Directors' Table of Beta Gamma Sigma (national honorary business administration fraternity); a member of the National Advisory Board, American Security Council; and holds memberships in the American Defense Preparedness Assn., National Security Industrial Assn., Town Hall of Southern California, and University of Southern California Associates.

Ken and his wife, Harlyne, and three children reside in Rolling Hills, California. He has two sons by a previous marriage who reside in San Marino, California.