

CORONA, Calif., Jan. 24, 2014 /PRNewswire/ -- Saleen Automotive, Inc. (OTCQB: SLNN), (OTCBB: SLNN) (the "Company"), an American specialty manufacturer of high performance vehicles, technical performance parts, lifestyle accessories and apparel, is pleased to announce that the Company has retained world-class advertising agency, Havas Edge, to represent them in a dynamic new ad campaign.

Havas Edge is an award-winning agency with a proven track record of helping clients succeed. Havas is the largest integrated full-service direct response agency in the US. They succeed through embracing every media channel, being creative powerhouse that loves data and analytics, and by being a passionate partner to their clients that's committed to giving them more for less. It's clients past and present include such luminaries as DIRECTV, Intel, Select Comfort, AT&T, Citibank, Bank of America, St. Jude Children's Hospital, Bosley, Royal Caribbean, Cancer Treatment Centers of America, The Hartford, Visa, Lexmark, Vista Print and more. The agency's edge comes from a media-agnostic, results-oriented approach, supported by its wealth of assets, size in the market, analytic tools, and capabilities.

"We are very pleased to be in the capable hands of Havas Edge whose reputation as a transcendent advertising agency capable of lifting leading brands to new heights validates its acumen," stated Steve Saleen, CEO, Saleen Automotive Inc. "As we continue to build some of the most incredible vehicles manufactured in the United States, we believe that Havas is the right choice to carry our message to the general public, capturing attention and interest with their novel approach to positioning and messaging."

"Saleen and Saleen Automotive are truly legends of the automotive world, a master brand synonymous with performance and style who we feel privileged to partner with," said Steve Netzley, CEO, Havas Edge. "I am confident given the ambient appeal and historic popularity of Saleen's product line that Havas Edge can work with the impressive team at Saleen Automotive to take the brand to an all-new level while building off the incredible legacy they've achieved."

For more information and updates visit the following online locations:

**Company website:** [www.saleenautomotive.com](http://www.saleenautomotive.com) .

**Facebook:** <https://www.facebook.com/Saleen>

**About Saleen Automotive, Inc.** Saleen is an American specialty manufacturer of high performance vehicles, technical performance parts, lifestyle accessories and apparel. Founder Steve Saleen has continually set the bar for automotive design and performance engineering in both street and racing applications. Saleen plans to utilize its existing strategic partnerships and dealer network to refine its design and engineering prowess, continue development of emerging automotive technologies, and expand its presence nationwide with a combination of automotive retail services, aftermarket parts and new vehicle sales to build significant long-term value. Learn more at [www.saleenautomotive.com](http://www.saleenautomotive.com)

## About Havas

Havas (Euronext Paris SA: HAV.PA) is one of the world's largest global advertising, digital and communications groups. Headquartered in Paris, Havas operates through its two Business Units: Havas Creative Group and Havas Media Group.

Havas Creative Group incorporates the Havas Worldwide ( [www.havasworldwide.com](http://www.havasworldwide.com) ) network - formerly Euro RSCG Worldwide - (316 offices in 75 countries), the Arnold ( [www.arn.com](http://www.arn.com) ) micro-network (16 agencies in 15 countries on 5 continents) as well as several other strong agencies.

**Information about Forward-Looking Statements** This press release contains "forward-looking statements" that include information relating to future events and future financial and operating performance. The words "may," "would," "will," "expect," "estimate," "can," "believe," "potential" and similar expressions and variations thereof are intended to identify forward-looking

statements. Forward-looking statements should not be read as a guarantee of future performance or results, and will not necessarily be accurate indications of the times at, or by, which that performance or those results will be achieved. Forward-looking statements are based on information available at the time they are made and/or management's good faith belief as of that time with respect to future events, and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements. Important factors that could cause these differences include, but are not limited to: fluctuations in demand for the Company's products, the introduction of new products, the Company's ability to maintain customer and strategic business relationships, the impact of competitive products and pricing, growth in targeted markets, the adequacy of the Company's liquidity and financial strength to support its growth, and other information that may be detailed from time-to-time in the Company's filings with the United States Securities and Exchange Commission. An example of such forward looking statements in this press release include statements regarding the Company developing and completing a new supercar project. For a more detailed description of the risk factors and uncertainties affecting Saleen Automotive, please refer to the Company's recent Securities and Exchange Commission filings, which are available at [www.sec.gov](http://www.sec.gov). The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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