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Contact: Andrew Brudnicki/ Natasha Jenkins
JMPR Public Relations
818.992.4353
abrudnicki@jmprpublicrelations.com
NJenkins@jmprpublicrelations.com



OMIX-ADA TO FEATURE TV PERSONALITY, MODEL ARIANNY CELESTE AT 2015 SEMA SHOW

*UFC Ring Girl and Overhaulin' Co-Host to Hold Autograph Sessions Daily
at Omix-ADA's Off-Road Success Center in the Upper South Hall Lobby*

Suwanee, Ga. (2015) – [Omix-ADA](#)® and [Rugged Ridge](#)® today announced that TV personality and model, [Arianny Celeste](#), will appear as a celebrity guest at the company's Off Road Success Center in the Upper South Hall Lobby during the [2015 SEMA Show](#) in Las Vegas on November 3-6.



Five-time UFC "Ring Girl of the Year" and co-host of TV's *Overhaulin'* will be a featured celebrity guest at Omix-ADA/Rugged Ridge's Off Road Success Center at the 2015 SEMA Show in Las Vegas, November 3-6.

Photo Credit: Rugged Ridge

Celeste, best known as for her work as a ring girl for the UFC, also co-hosts the automotive reality TV show *Overhaulin'*, in which a team of builders create a complete custom car or truck in just a matter of days. Each episode of the program ends with the surprise reuniting of the vehicle's owner with their newly made-over vehicle.

Renowned five-time "Ring Girl of the Year" winner at the World MMA Awards, Celeste first made her UFC debut in 2006. Since then, she's gained broad recognition through features in various high profile publications, including *Maxim*, *FHM*, *Sports Illustrated* and *Fighters Only Magazine*.

"Arianny is a passionate, multi-talented automotive enthusiast, so we saw her as a natural partner for our brands – Omix-ADA, Rugged Ridge and Alloy USA," said Henk Van Dongen, Director of Marketing at Omix-ADA. "UFC is known for having some of the world's toughest fighters, much like Jeeps are known for being some of the world's toughest vehicles."

Returning for its fourth year at SEMA, the Off-Road Success Center is a space for business owners and decision makers within the Jeep and off-road market to freely exchange ideas, learn new concepts for success and network with other industry professionals. Omix-ADA's Off-Road Success Center is open to everyone to come celebrate our veterans and Jeep heritage while learning how to thrive in the growing Jeep and off-road market.

For more information on Omix-ADA, the Off-Road Success Center at the 2015 SEMA Show, as well as upcoming contests and promotions from Omix-ADA and its family of brands, please visit www.Omix-ADA.com or contact Omix-ADA directly at (770) 614-6101.

ABOUT OMIX-ADA, INC.

Omix-ADA®, Inc. is the world's largest independent manufacturer and wholesaler of Jeep®, truck and off-road parts, accessories and floor liners. For more than two decades, Omix-ADA has designed, tested and manufactured more than 16,000 of the highest quality restoration and replacement parts and accessories. The Omix-ADA family of brands, Rugged Ridge® and Alloy USA®, are distributed throughout the USA and in more than 70 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit www.omix-ada.com.

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