



Rubens Barrichello Signs as an Equity Partner in VIKTRE.com

Barrichello joins the first social network exclusive to the world's elite athletes

January 20, 2016, Oakville, ON – Acclaimed Brazilian racecar driver, Rubens Barrichello, has signed as an equity partner in VIKTRE.com. Barrichello – who holds the record for most Formula One races and now races StockCar Brasil as the 2014 Drivers' Champion – will bring his unique perspective and experiences to the platform, in his own voice.

“We’re excited to welcome Rubens as an equity partner,” said Al Steele, founder and CEO. “Rubens will be one of a select group of elite athletes with equity in a multi-media platform connecting athletes and their fans and followers. On VIKTRE, Rubens will share personal insight into his life as an accomplished racecar driver, father, and global citizen.”

“Connecting with my fans has always been important to me and VIKTRE will help me do that in a cool, new way,” said Barrichello. “I’ll be able to share my life – racing, traveling, helping raise my boys – with my fans around the world, as well as connect with other elite athletes in a way I never have before.”

VIKTRE is all about the athlete; a private social network for athletes to connect and collaborate; a public network for athletes to engage with fans and followers; and a 24/7 streaming page filled with compelling content about the world of the athlete, both in and outside the world of sport.

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