

NASCAR HOT SHEET



New Sponsorship Deals Show NASCAR Economy is Turning

By Reid Spencer - NASCAR Wire Service: At last, there's a large patch of blue to break up the doom and gloom that has clouded the NASCAR economy for the past three seasons. To major corporations, there is still a strong perceived value in association with NASCAR teams and with the sport itself. During the recent NASCAR Sprint Media Tour in Concord, N.C., Penske Racing announced the extension of its agreement with Miller Lite and driver Brad Keselowski. Penske also has a multiyear deal in place with Shell/Pennzoil, the sponsor of AJ Allmendinger. Earnhardt Ganassi Racing has no more sponsorship inventory available on the Chevrolets driven by Juan Pablo Montoya and Jamie McMurray. In fact, Belkin, Liftmaster and Banana Boat extended their involvement to include primary sponsorship on McMurray's car in selected races. All told, McMurray will have five primary sponsors, with Bass Pro Shops and McDonald's on the hood for the majority of the races. Montoya's car is sponsored by Target, whose relationship with team owner Chip Ganassi spans two decades. Team owner Joe Gibbs talked about contract extensions on the part of all three of his primary Cup sponsors – The Home Depot, FedEx and M&M's. And Walmart, courted for years by NASCAR and team owners, finally took the plunge, announcing a one-race deal for Bill Elliott at Daytona in July.



2012 SCHEDULE- 1st 12 of 36 Races

2/18	Budweiser Shootout*
2/26	Daytona 500
3/4	Phoenix
3/11	Las Vegas
3/18	Bristol
3/25	California
4/1	Martinsville
4/14	TEXAS Samsung Mobile 500
4/22	Kansas
4/28	Richmond
5/6	Talladega
5/12	Darlington
5/19	<i>Sprint All-Star Race*</i>
5/27	Charlotte-Coca Cola 600

*Non Points Race

'Speeding To Read' Students Race Through Turn 3

Clara Love Elementary School students are racing their way through Turn 3 of the Clara Love 500 – Texas Motor Speedway's Speeding To Read competition – and the 630 K-5 student body is boasting a total of 56,229 books read. Texas Motor Speedway staff members visited Clara Love Friday morning to award trophies and prizes to the top two classrooms in the K-2 and 3-5 divisions. Ms. Pollock's first grade class leads the K-2 division with 5,622 books, while Ms. Standridge's third grade students lead the 3-5 division with 591 chapter books. Students will reach the final turn of the Clara Love 500 during Texas Motor Speedway's Samsung Mobile 500 week in April. Each student in the leading classrooms at Turn 4 will receive four tickets to the Samsung Mobile 500 NASCAR Sprint Cup Series night race on April 14.



Night Racing in April at Texas Motor Speedway

The NASCAR **Sprint Cup** and **Nationwide Series** will race under the lights April 12 - 14. For a limited time, fans can get **two front-stretch tickets** to the Saturday night, April 14 Samsung Mobile 500 for **only \$99!** 2012 Season Tickets are also on sale now.

www.texasmotorspeedway.com