



For Immediate Release

ICONIC MOTORSPORTS BRANDS STP[®] AND MARTINSVILLE SPEEDWAY JOIN FORCES

The STP[®] Gas Booster 500[™] Will Run On Sunday April 7, 2013

MARTINSVILLE, Va. (February 21, 2013) – Martinsville Speedway and the STP[®] brand announced a multi-year entitlement sponsorship agreement today at Daytona International Speedway in Daytona Beach, Fla. The sponsorship kicks-off with the STP[®] Gas Booster[™] 500 NASCAR Sprint Cup Series race scheduled for April 7, 2013 at the historic Virginia track.

“STP[®] and Martinsville Speedway have both been a part of the NASCAR family for decades. To work with a company that has such legendary status in our sport is exciting to me,” said Martinsville Speedway President Clay Campbell. “Bringing together two companies that have so much history and such fan recognition is going to be a winning combination for everyone, especially the fans.”

The Martinsville Speedway entitlement is the latest addition to the STP[®] brand’s motorsports portfolio which includes entitlement sponsorships of NASCAR Sprint Cup and Nationwide events at Kansas Speedway and Chicagoland Speedway, respectively, and the entitlement sponsorship for the World of Outlaws STP Sprint Car Series.

In addition to sponsoring the race, the STP[®] brand will be a co-primary sponsor of Richard Petty Motorsports and the No. 43 Jani-King STP Ford Fusion driven by Aric Amirola at the Martinsville spring race. The paint scheme will be commemorative of the first time the STP[®] logo was on Petty’s car at Riverside in 1972.

“STP[®], Richard Petty Motorsports and Martinsville Speedway were made for each other. It is surprising this hasn’t happened sooner! Everyone at the STP[®] brand is very proud to support Martinsville Speedway, the fans and Richard Petty Motorsports,” said Jamie Kistner, Brand Director, STP[®]. “The sponsorship is a perfect way to introduce our latest product innovation, STP[®] Gas Booster™ Concentrated Fuel System Treatment. This is the first time that we’ve leveraged an entitlement sponsorship to launch a new product. The STP[®] brand continues to develop innovative technology and believes NASCAR provides a perfect platform to share the news with fans.”

STP[®] Gas Booster™ is a modern approach to fuel system treatments. One treatment of STP[®] Gas Booster™ starts working immediately to help restore lost power and performance, and this unique formulation also helps to restore fuel economy by cleaning the fuel system. The STP[®] brand continues to develop breakthrough technology to help consumers keep their engines running better longer.

“It is hard to believe my relationship with STP[®] started more than 40 years ago, and here we are today announcing yet another chapter in the brand’s history with me, Richard Petty Motorsports and NASCAR,” said Richard Petty. “During my time with STP[®] I’ve watched the brand become a fan favorite with products that give them *The Racer’s Edge*[®] and this partnership is yet another example of their commitment. I can’t wait to see the ’72 Riverside STP car paint scheme back on the track.”

Richard Petty and the No. 43 STP[®] machine have a storied history at Martinsville: Petty has the most wins with a total of 15

- Petty has the most grandfather clocks, awarded to the winner, with a total of 12
- Petty has an amazing 67 starts, the most of any driver
- Petty has the most top-10 and top-five finishes
- In 1960, Petty won the spring race at the age of 20, becoming the youngest winner at Martinsville
- The last “ride” by Petty came on the side door of the famous No. 43 STP[®] car with John Andretti driving him to Victory Lane in April of 1999; that year also marks the last time the No. 43 STP machine won there

The STP[®] Gas Booster™ 500 NASCAR Sprint Cup Series race is scheduled for Sunday, April 7, the day after the Kroger 250 NASCAR Camping World Truck Series race. Pole Day is Friday, April 5.

Ticket prices for the STP[®] Gas Booster™ 500 NASCAR Sprint Cup Series race start as low as \$37. Tickets for the STP[®] Gas Booster™ 500, the Kroger 250 and Martinsville Pole Day may be purchased by calling 877.RACE.TIX or by visiting www.martinsvillespeedway.com.

More information about STP[®] Gas Booster™ Concentrated Fuel System Treatment can be found at www.STP.com and for the latest news visit www.Facebook.com/STP.

Armored AutoGroup:

Armored AutoGroup Inc., headquartered in Danbury, Conn., is primarily comprised of the Armor All®, STP® and Tuff Stuff® brands. The current Armor All product line of protectants, wipes, tire and wheel care products, glass cleaners, leather care products and car washes are designed to clean, shine and protect interior and exterior automobile surfaces. The STP product line of fuel and oil additives, functional fluids and automotive appearance products have a broad customer base ranging from professional racers to car enthusiasts and "Do-it-Yourselfers". Tuff Stuff cleaning products are formulated to tackle the toughest jobs.

Armored AutoGroup has a diversified geographic footprint with direct operations in the United States, Canada, Australia and the U.K. and distributor relationships in approximately 50 countries.

About Martinsville:

Founded in 1947 by the late H.Clay Earles, Martinsville Speedway is the only track remaining on the NASCAR Sprint Cup Series schedule from its inaugural season in 1949. Purchased by International Speedway Corporation in 2004, Martinsville Speedway is famous for incredible short-track racing action and unmatched fan-friendly service.

Martinsville Speedway has three major race event weekends each year. The track annually hosts the STP® Gas Booster 500 and Goody's Fast Pain Relief 500 NASCAR Sprint Cup races, the Kroger 250 and Kroger 200 NASCAR Camping World Truck Series races, and the Virginia is for Racing Lovers 300 NASCAR Late Model Stock Car race.

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