



WIX® Filters, Outback Steakhouse, Aspen Dental & Code 3 Associates Extend Partnerships with Stewart-Haas Racing Through 2013

Four Companies Collectively Account for 10 Races on No. 39 Chevrolet Driven by Ryan Newman

KANNAPOLIS, N.C., (Nov. 28, 2012) – Stewart-Haas Racing (SHR) has signed extensions with four of its partners through 2013 that will account for a total of 10 races on the No. 39 Chevrolet driven by Ryan Newman in the NASCAR Sprint Cup Series.

WIX Filters, Outback Steakhouse, Aspen Dental and Code 3 Associates will all return as primary sponsors of Newman and the No. 39 team in 2013, joining Quicken Loans, the nation's largest online mortgage lender. Quicken Loans announced in October that it will be the primary sponsor of Newman and the No. 39 team for 18 races in 2013, up from nine races in 2012.

- **WIX Filters**, a member of the Affinia Group family of brands, has been a partner of SHR since the team's inception in 2009, growing from a product supplier to a primary sponsor. In 2013, WIX Filters will be on the No. 39 Chevrolet for **three races – March 24 at Auto Club Speedway in Fontana, Calif., July 14 at New Hampshire Motor Speedway in Loudon, and Oct. 20 at Talladega (Ala.) Superspeedway.**

"WIX is looking forward to another action-packed season of NASCAR with Stewart-Haas Racing," said Mike Harvey, brand manager for WIX Filters. "Our brand has a rich heritage as an advocate of racing and is a regular in victory lane at the highest levels in motorsports, and what we learn on the racetrack is applied directly to the technology we provide to our customers."

- Award-winning **Outback Steakhouse**, with more than 750 locations nationwide, will adorn the No. 39 Chevrolet for **three races in 2013 – April 27 at Richmond (Va.) International Raceway, July 6 at Daytona (Fla.) International Speedway, and Nov. 3 at Texas Motor Speedway in Fort Worth.** And the company's well-received "Bloomin' Monday" promotion will continue in 2013, where after a top-10 finish by Newman, a free Bloomin' Onion® at Outback Steakhouse is available to customers on the Monday immediately following the race.

"We are excited to continue our partnership with Stewart-Haas Racing and Ryan Newman for 2013," said Mike Kappitt, chief marketing officer, Outback Steakhouse. "Bloomin' Monday is the perfect program to give fans two things they are passionate about – Bloomin' Onions® and NASCAR. We hope to give away thousands of Bloomin' Onions again this year when the No. 39 finishes in the top-10."

- **Aspen Dental**, one of the largest and fastest-growing networks of dental care providers in the United States, will serve as a **two-race primary sponsor** for Newman and the No. 39 team during the **May 18 NASCAR Sprint All-Star Race at Charlotte (N.C.) Motor Speedway and the Aug. 11 road-course race at Watkins Glen (N.Y.) International.** Watkins Glen will serve as a home race for Aspen Dental, as the company is based in nearby Syracuse, N.Y., and has more than 330 locations in 22 states.

"We're very proud to continue our partnership with one of the most successful organizations in NASCAR," said Mary Boysman, vice president of brand marketing and advertising at Aspen Dental Management, Inc. "Like our partners at Stewart-Haas Racing, our team at Aspen Dental is driven by a strong commitment to quality, training and teamwork."

- **Code 3 Associates**, a 501(c)(3) non-profit organization specializing in animal rescue and recovery in disaster areas, will be represented by Newman and the No. 39 team as a primary sponsor during the Sprint Cup Series' **two stops at Kansas Speedway in Kansas City, Kan., April 21 and Oct. 6, respectively.** The group's logo and slogan, "Riders On The Storm Animal Rescue Team" appear familiar to many in the Kansas market, as Code 3 Associates has been dispatched to numerous Midwestern areas in the aftermath of recent natural disasters.

"We're thrilled to be back with Stewart-Haas Racing and Ryan Newman, who are recognized for their leadership and performance on and off the track," said Eric Bagdikian, president, Code 3 Associates. "Both drivers are generous supporters of animal rescue and welfare, with each of their foundations specializing in this cause. This initiative with Stewart-Haas Racing has greatly raised the profile of our collective mission, which is to provide animal rescue and recovery in the immediate aftermath of a disaster."

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Stewart, who enters his fifth year as a NASCAR team owner in 2013 and 15th as a driver in the elite Sprint Cup Series, places a high value on each of these partnerships.

“Obviously, we’re very proud to have WIX Filters, Outback Steakhouse, Aspen Dental and Code 3 Associates back with our race team,” said Stewart, the three-time Sprint Cup champion who will drive the No. 14 Bass Pro Shops/Mobil 1 Chevrolet throughout the 2013 Sprint Cup season. “We work really hard to deliver on the racetrack, but we work just as hard to understand each one of our sponsor’s businesses so we can help them accomplish the goals they have, be it in racing or with their customers. It’s great seeing these partnerships grow, and we look forward to another year of success with each of them.”

About WIX Filters:

Since 1939, WIX® Filters has been an innovator in filtration products. WIX designs, manufactures and distributes products for automotive, diesel, agricultural, industrial and specialty filter markets. Its product line includes oil, air, cabin interior, fuel, coolant, transmission and hydraulic filters for automobiles, trucks, off-road equipment and manufacturing applications. For more information, visit www.WIXFilters.com. Like us on Facebook at [Facebook.com/WIXFilters](https://www.facebook.com/WIXFilters), follow us on Twitter @WIXFilters and visit our YouTube page at youtube.com/TheWIXFilters

About Affinia Group Inc.:

Affinia Group Inc. is an innovative global leader in the design, manufacture, distribution and marketing of industrial grade products and services, including extensive offerings of aftermarket products for automotive and heavy-duty vehicles. With approximately \$2.0 billion in annual revenue, Affinia has operations in North and South America, Europe and Asia. For more information, visit www.AffiniaGroup.com.

About Outback Steakhouse:

Outback Steakhouse was once again voted No. 1 Best Steak in the 2012 Zagat Survey® of National Full-Service Restaurant Chains for the fourth consecutive year. Outback Steakhouse starts fresh every day to create the flavors that our mates crave. Best known for grilled steaks, chicken and seafood, Outback also offers a wide variety of crisp salads and freshly made soups and sides. New creations and grilled classics are made from scratch daily using only the highest quality ingredients sourced from around the world. For more information, please visit www.Outback.com, www.OutbackSteakhouseRacing.com, [www.Facebook.com/Outback](https://www.facebook.com/Outback), or [www.Twitter.com/Outback](https://www.twitter.com/Outback).

About Aspen Dental:

One of the largest and fastest-growing networks of dental care providers in the U.S., Aspen Dental practices are committed to providing patients with affordable, high-quality care. With more than 330 locations in 22 states, Aspen Dental practices are nationally accredited by the Better Business Bureau (BBB). In 2011, Aspen Dental practices recorded more than 2.2 million patient visits, including visits from more than 490,000 new patients. For more information about Aspen Dental practices and services, visit www.AspenDental.com. To learn more about careers at Aspen Dental, visit www.AspenDentalJobs.com.

About Code 3 Associates:

Code 3 Associates is a 501(c)(3) non-profit organization specializing in animal rescue and recovery in disaster areas. Formed in 1985, Colorado-based Code 3 Associates is a national response team that at the request of local government officials provides animal rescue and recovery during any kind of disaster. The organization has evolved from one unpaid volunteer to at least 75 professional responders around the country, which includes animal welfare, law enforcement, fire, EMS and veterinary specialists from the United States and Canada. While its focus is animals and their owners, Code 3 Associates trains its responders to the standards of human rescue, and Code 3 Associates also provides training to conduct thorough investigations into animal welfare, all of which is accredited by Colorado State University (CSU) and the CSU Veterinary Teaching Hospital. Those wanting to learn more about Code 3 Associates and what they can do to support its mission can do so by visiting www.Code3Associates.org.

About Stewart-Haas Racing:

Stewart-Haas Racing is the title-winning NASCAR Sprint Cup Series team co-owned by three-time Sprint Cup champion Tony Stewart and Gene Haas, founder of Haas Automation – the largest CNC machine tool builder in the western world. The team fields three entries in the elite Sprint Cup Series – the No. 14 Bass Pro Shops/Mobil 1 Chevrolet for Stewart, the No. 39 Quicken Loans Chevrolet for 2008 Daytona 500 winner Ryan Newman and the No. 10 GoDaddy.com Chevrolet for Danica Patrick. Based in Kannapolis, N.C., Stewart-Haas Racing operates out of a 140,000-square-foot facility with more than 160 employees. For more information, please visit us on the Web at www.StewartHaasRacing.com, on Facebook at [www.Facebook.com/StewartHaasRacing](https://www.facebook.com/StewartHaasRacing) and on Twitter @StewartHaasRcng.

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