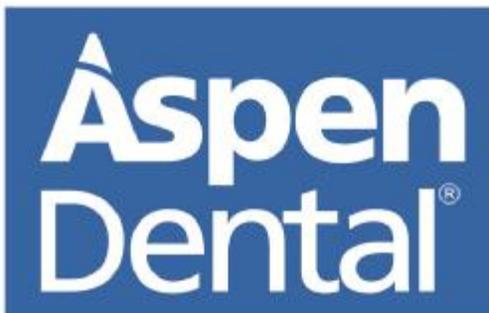


The logo for Stewart-Haas Racing, featuring the name "Stewart-Haas" in a stylized script font above the word "Racing" in a smaller, simpler font, all enclosed within a blue-bordered oval shape.

For Immediate Release

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Danica Patrick All Smiles About New Look, Partnership with Aspen Dental

Teaming Up To Raise Awareness of Importance of Oral Health Care

TALLADEGA, Ala. (Oct. 18, 2013) – Danica Patrick is giving NASCAR fans another reason to smile with the addition of Aspen Dental as primary sponsor of the No. 10 team of Stewart-Haas Racing (SHR) for two NASCAR Sprint Cup Series races beginning in 2014. Patrick will take to the track in the fresh, new blue-and-white No. 10 Aspen Dental Chevrolet SS March 9 at Las Vegas Motor Speedway and Aug. 31 at Atlanta Motor Speedway.

Based in Syracuse, N.Y., Aspen Dental is one of the largest and fastest-growing networks of independent dental care providers in the United States.

“The addition of a new partner to the No. 10 Chevrolet is a big milestone for me, and I feel fortunate to have Aspen Dental join GoDaddy beginning in 2014,” Patrick said. “I was in Syracuse a few weeks ago to meet the Aspen team and was impressed by their commitment to making sure people have access to quality oral health care. I’m proud to team up with Aspen Dental and shine a spotlight on a part of health care that doesn’t get a lot of attention.”

“We’ve been proud to be a part of the Stewart-Haas Racing family for the past two years and are thrilled to team up with Danica,” said Bob Fontana, president and CEO of Aspen Dental Management, Inc. “As part of our mission to give America a healthy mouth, we’re dedicated to raising awareness about the importance of oral health care, and Danica’s connection with racing fans will help us turn up the volume on that conversation.”

“Danica is incredibly focused and driven to succeed, and that includes delivering for her partners,” said Tony Stewart, who co-owns SHR with Haas Automation founder Gene Haas. “She’ll be a great ambassador for Aspen Dental, and Stewart-Haas Racing will continue to help Aspen Dental remain one of the most successful and progressive organizations in dentistry.”

Aspen Dental has more than 400 locations in 27 states, with nearly 5,000 dentists and team members focused on helping patients get the care they need by offering a full range of quality dental and denture services, from preventive care to general dentistry to restoration.

GoDaddy will continue to serve as the primary sponsor for Patrick and the No. 10 team at all other Sprint Cup races. When not serving as primary sponsor, Aspen Dental will be an associate sponsor with placement on the B-post and lower-rear quarter panel of the No. 10 Chevrolet, with additional placement on the upper chest of Patrick’s uniform.

Patrick is currently a rookie in the Sprint Cup Series, but she’s been a motorsports mainstay since May 2005 when she led 19 laps and finished fourth in her first Indianapolis 500 – becoming the first woman to lead laps and score a top-five in the historic race. In April 2008, Patrick became the first woman to win a major-league open-wheel race in a North American series with her victory in the IndyCar Series event at the Twin Ring Motegi oval in Japan. In February 2013, Patrick won the pole for the Daytona 500 and began her rookie season in the elite Sprint Cup Series by leading twice for five laps before finishing eighth. It was a record-breaking performance as Patrick became the first woman to win a pole, and her eighth-place finish is the highest finishing position for a woman in the “Great American Race”. By leading laps in the Daytona 500, Patrick joined a select group of only 13 drivers who have led both the Daytona 500 and the Indianapolis 500.

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About Aspen Dental:

Aspen Dental is one of the largest and fastest-growing networks of independent dental care providers in the U.S. with more than 400 practices in communities across 27 states, providing millions of Americans with access to quality, affordable dental care. Every Aspen Dental practice offers a full range of dental and denture services – including comprehensive exams, cleanings, extractions, fillings, periodontal treatment, whitening, oral surgery, crown and bridge work.

In 2012, Aspen Dental-branded practices recorded nearly 2.6 million patient visits and welcomed more than 550,000 new patients. The dentists and staff at Aspen Dental practices have a deep commitment to patient satisfaction, and every Aspen Dental office is accredited by the Better Business Bureau.

Aspen Dental practices are supported by Aspen Dental Management, Inc., a dental services organization that provides non-clinical business services to licensed, independent dentists.

To learn more about Aspen Dental practices and services preview the Aspen Dental patient experience, get answers to general treatment questions, find a location, and schedule appointments, visit www.AspenDental.com. To learn more about careers at Aspen Dental, visit www.AspenDentalJobs.com.

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 and 2013 Brickyard 400 winner Ryan Newman, and the No. 10 GoDaddy Chevrolet for Danica Patrick. Based in Kannapolis, N.C., Stewart-Haas Racing operates out of a 140,000-square-foot facility with more than 200 employees. For more information, please visit us on the Web at www.StewartHaasRacing.com, on Facebook at www.Facebook.com/StewartHaasRacing and follow on Twitter @StewartHaasRcng.

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