



#### **For Immediate Release**

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## **Jimmy John's Joins Stewart-Haas Racing**

### ***Gourmet Sandwich Maker Providing 'Freaky Fast' Delivery Partners with Driver Kevin Harvick and No. 4 Chevrolet Beginning in 2014***

KANNAPOLIS, N.C. (Sept. 24, 2013) – Jimmy John's, maker of gourmet sandwiches with freaky fast delivery since 1983, will join Stewart-Haas Racing (SHR) beginning in 2014 as a primary sponsor of driver Kevin Harvick and the No. 4 Chevrolet SS in the NASCAR Sprint Cup Series.

Jimmy John's will be the primary sponsor of Harvick and the No. 4 team for 12 races, highlighted by the Brickyard 400 at Indianapolis Motor Speedway. For the remaining 26 races on the Sprint Cup schedule, Jimmy John's will serve as a major associate sponsor of the No. 4 Chevrolet. Jimmy John's will also be an associate sponsor of the No. 14 Bass Pro Shops/Mobil 1 Chevrolet of SHR driver/owner Tony Stewart, who will join Harvick in representing Jimmy John's.

"We are fortunate to partner with Kevin for many more years in a very meaningful way," said Jimmy John Liautaud, CEO and founder, Jimmy John's. "On and off the track, Kevin and (wife) DeLana Harvick are winners in all they do. And Tony's reputation as a fierce competitor speaks for itself. Game on."

From humble beginnings in Champaign, Ill., in 1983, Jimmy John's has grown to become a dominant entity in the quick-service restaurant industry. With more than 1,700 stores throughout the United States, Jimmy John's success is attributed to an innate desire to simply be the best. Their award-winning bread is baked fresh each day, and its meat and vegetables are sliced fresh daily. Its food contains no additives and no vegetable-based fillers. Augmenting the company's unmatched product is equally unmatched service, with every sandwich made fresh to order in less than 30 seconds.

"I've known Jimmy since 2009 and I've personally seen how driven he is and how his work ethic is embraced by Jimmy John's franchisees," said Harvick, winner of 21 Sprint Cup races, including the 2007 Daytona 500 and 2003 Brickyard 400. "He wants to be the best, period. And he'll out-work everyone to be the best. That's the same mindset we have in racing. I'm proud to continue this partnership with Jimmy John's at Stewart-Haas Racing."

"Jimmy's passion for quality products and service has made Jimmy John's what it is today," said Stewart, a three-time Sprint Cup champion. "He's a savvy marketer who has seen the benefit of a NASCAR team sponsorship. We're pleased to partner with Jimmy John's because combining quality with quickness is what Stewart-Haas Racing is all about."

#### **About Jimmy John's:**

Known for fresh, quality products and freaky fast service, Jimmy John's has more than 1,700 locations throughout the United States. Visit [www.JimmyJohns.com](http://www.JimmyJohns.com) to view the Jimmy John's menu, find your nearest location, order online or download the Jimmy John's mobile application.

#### **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](http://www.StewartHaasRacing.com), on Facebook at [www.Facebook.com/StewartHaasRacing](http://www.Facebook.com/StewartHaasRacing) and follow on Twitter @StewartHaasRcng.