



**For Immediate Release**

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## **Outback Steakhouse Continues Successful Partnership with Stewart-Haas Racing *Kevin Harvick in Driver's Seat for 'Bloomin' Mondays'***

KANNAPOLIS, N.C. (Sept. 18, 2013) – Award-winning Outback Steakhouse, with more than 750 locations nationwide, will continue its partnership with Stewart-Haas Racing (SHR), the NASCAR Sprint Cup Series team co-owned by three-time series champion Tony Stewart and Haas Automation founder Gene Haas.

Outback Steakhouse will be the primary sponsor of SHR's No. 4 team and driver Kevin Harvick for two races each in 2014 and 2015, and when not serving as a primary sponsor, will be an associate sponsor with placement on the B-post of the No. 4 Chevrolet SS. Outback Steakhouse joins Budweiser as a primary sponsor of the No. 4 team.

Whenever Harvick finishes among the top-10 in a Sprint Cup race, a free Bloomin' Onion will be offered to customers on the Monday following the race.

"Stewart-Haas Racing has been an excellent partner of Outback Steakhouse and we're proud to continue our relationship with the team," said Mike Kappitt, chief marketing officer, Outback Steakhouse. "The 'Bloomin' Monday' promotion has been incredibly successful thanks to our partnership with Stewart-Haas Racing, and we look forward to continuing 'Bloomin' Mondays' with Kevin Harvick."

Outback Steakhouse is an Australian-themed steakhouse restaurant, and it first opened in 1988 in Tampa, Fla. Although beef and steak items make up a good portion of the menu, the concept offers a variety of chicken, ribs, seafood and pasta dishes. The Company's strategy is to differentiate its restaurants by emphasizing consistently high-quality food and service, generous portions at moderate prices, and a casual atmosphere suggestive of the Australian Outback.

"It's truly a privilege to represent the iconic Outback brand," said Harvick, winner of 21 Sprint Cup races, including the 2007 Daytona 500 and 2003 Brickyard 400. "I'm certainly looking forward to making every Monday a 'Bloomin' Monday'."

"We're honored to have Outback Steakhouse continue its partnership with Stewart-Haas Racing," added Stewart, who in his five years as a driver/owner in the Sprint Cup Series has scored 15 of his 48 career Sprint Cup victories. "Outback's reputation for quality food and great service is exceptional, and it's truly a pleasure to be associated with a company and a product that is admired by so many, including myself. We're looking forward to continuing our partnership on and off the racetrack."

### **About Outback Steakhouse:**

At Outback Steakhouse, our flavors run wild – where it's not only OK to sit back, relax and forget your manners – it's encouraged. "No Rules, Just Right," is the spirit of the Outback that delivers a delicious and no worries dining experience. Outback Steakhouse was voted No. 1 Best Steak in the 2012 Zagat Survey® of National Full-Service Restaurant Chains for the fourth consecutive year. For more information, please visit [www.Outback.com](http://www.Outback.com), [www.Facebook.com/Outback](http://www.Facebook.com/Outback), or [www.Twitter.com/Outback](http://www.Twitter.com/Outback).

### **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.