



Stewart-Haas
Racing

AspenDental
It's time to smile.

For Immediate Release

Contact Mike Arning
True Speed Communication on behalf of Stewart-Haas Racing
(704) 875-3388, ext. 802 or Mike.Arning@TrueSpeedCommunication.com

Contact Kasey Pickett
Aspen Dental
(315) 436-8728 or kpickett@aspental.com

Stewart-Haas Racing Welcomes Aspen Dental

Reason To Smile as Fast-Growing Network of Dental Care Providers Inks Multi-Year Deal To Become Primary Sponsor of No. 39 Team and Driver Ryan Newman

KANNAPOLIS, N.C. (Jan. 23, 2012) – Aspen Dental, one of the largest and fastest-growing networks of dental care providers in the United States, has reached a multi-year agreement with Stewart-Haas Racing (SHR), the NASCAR Sprint Cup Series team co-owned by three-time and reigning series champion Tony Stewart.

The Syracuse, N.Y.-based company, with more than 330 locations in 22 states, will be the primary sponsor of SHR's No. 39 team with driver Ryan Newman at the July Sprint Cup race at Daytona (Fla.) International Speedway and the September event at New Hampshire Motor Speedway in Loudon. When not serving as primary sponsor, Aspen Dental will be an associate sponsor with placement on the lower-rear quarter panel of the No. 39 Chevrolet Impala and on the upper chest of Newman's uniform. The company also secured rights to utilize Stewart promotionally.

"We're thrilled to enter into this 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 new partners at Stewart-Haas Racing, our team at Aspen Dental is driven by a strong commitment to quality, training and teamwork. We can't wait for the 2012 season to begin so that we can join Stewart-Haas Racing on NASCAR's biggest stage."

At Aspen Dental, dentists and staff have a simple purpose: to help 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.

"Access to quality dental care is a challenge for so many patients, but working with Stewart-Haas Racing will help us create awareness for a whole new audience," added Boysman.

"The opportunity to welcome Aspen Dental as a sponsor certainly puts a smile on the face of everyone at Stewart-Haas Racing," said Newman, winner of 15 Sprint Cup races, including the 50th running of the Daytona 500 in 2008. "It's one of the most successful and progressive companies in dentistry and we look forward to representing them this season."

"We're proud to partner with a true leader in the dental industry," added Stewart, who earned his third Sprint Cup title in dramatic fashion in 2011 by winning five of the 10 races in the Chase for the Sprint Cup. "With locations in 22 states across the country, this agreement gives us a huge, built-in following. We're going to do everything we can to deliver them a victory."

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 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 Office Depot/Mobil 1 Chevrolet Impala for Stewart, the No. 39 U.S. Army/ Quicken Loans Chevrolet Impala for 2008 Daytona 500 winner Ryan Newman, and the No. 10 GoDaddy.com Chevrolet Impala 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 and on Twitter @StewartHaasRcng.