



**For Immediate Release**

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## **CarCash Becomes Title Sponsor of Inaugural NASCAR Camping World Truck Series Race at Eldora Speedway** *CarCash Mudsummer Classic Presented by CNBC Prime's 'The Profit' Debuts July 24*

ROSSBURG, Ohio (July 10, 2013) – Eldora Speedway officials and Marcus Lemonis, chairman and CEO of Camping World and star of CNBC Prime's "The Profit", announced today that 1-800 CarCash will serve as title sponsor of the inaugural NASCAR Camping World Truck Series race July 24 at Eldora Speedway in Rossburg, Ohio.

CarCash sells your vehicle at the highest possible price without any hassle. Immediate payment is guaranteed, and there is no obligation to purchase another vehicle. Learn more at [www.CarCash.com](http://www.CarCash.com).

The CarCash Mudsummer Classic presented by CNBC Prime's "The Profit" will run under the lights on Wednesday, July 24, marking the return to a dirt track for a national NASCAR series for the first time in 42 years. The last dirt race was Sept. 30, 1970 at the North Carolina State Fairgrounds in Raleigh, N.C., where Richard Petty took the 117<sup>th</sup> of his record 200 career NASCAR Sprint Cup Series wins. Like Eldora, it was on a Wednesday night and contested on a half-mile oval.

The partnership between CarCash and Eldora represents a unique combination of firsts. The CarCash Mudsummer Classic presented by CNBC Prime's "The Profit" is the first NASCAR Camping World Truck Series race held on a dirt track. CarCash – The Fastest Way To Sell Your Car Since 1977 – is the first business being showcased in a groundbreaking new television reality series "The Profit", which debuts July 30 at 10 p.m. EDT/PDT on CNBC. Information about the program is available at [www.cnbc.com/the-profit](http://www.cnbc.com/the-profit).

The connection between the NASCAR Camping World Truck Series, CarCash and CNBC Prime's "The Profit" is Lemonis.

When Lemonis isn't running Camping World, he goes on the hunt for unique businesses with untapped potential. In the past decade, he has successfully improved more than 100 companies. Now he's bringing those skills to CNBC and putting his own money on the line.

In each episode, Lemonis makes an offer – his cash for a piece of the business and a percentage of the profits. And once inside these companies, he'll do almost anything to continue his track record of success. Viewers will get to see his personal mantra ring true: "Business success is about the three Ps: **P**eople, **P**rocess and **P**roduct."

"As CEO of Camping World, we've seen the value in motorsports marketing, and the inaugural NASCAR Camping World Truck Series race at Eldora Speedway provides an excellent opportunity for CarCash to promote its brand and for me to promote 'The Profit' on CNBC Prime," Lemonis said. "The first dirt race in a national NASCAR series in 42 years is definitely unique, and what we're doing on 'The Profit' is unique, too. It's the perfect way to showcase CarCash and to spread the word about 'The Profit'."

"Being a small business in rural Ohio, we're proud Marcus recognized Eldora as the ideal venue to showcase both CarCash and the premiere episode of 'The Profit'," said Tony Stewart, three-time NASCAR Sprint Cup Series champion and owner of Eldora Speedway. "As one of the most anticipated sports events of 2013, having CarCash become the title sponsor of the Mudsummer Classic is an example of Marcus' entrepreneurial spirit, and people can see more of it on 'The Profit', his new show on CNBC Prime."

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The CarCash Mudsummer Classic presented by CNBC Prime's "The Profit" will feature six hours of live programming on SPEED. The network will broadcast practice sessions for the NASCAR Camping World Truck Series from the July 23 "Tuesday Night Tailgate" at 7 p.m. EDT. The television schedule on Wednesday, July 24 includes coverage of the series' first ever heat races at 7 p.m. EDT and the NASCAR Camping World Truck Series Setup pre-race show at 9 p.m. EDT. The green flag for the CarCash Mudsummer Classic presented by CNBC Prime's "The Profit" is set for 9:30 p.m. EDT. SPEED and MRN Radio will broadcast the event live.

Tickets for the CarCash Mudsummer Classic presented by CNBC Prime's "The Profit" have been sold out since February. Tickets to the "Tuesday Night Tailgate" featuring NASCAR Camping World Truck Series practice and an Eldora Late Model Invitational can be purchased by calling the Eldora Speedway box office at (937) 338-3815 or online at [www.EldoraSpeedway.com](http://www.EldoraSpeedway.com).

Logos for the CarCash Mudsummer Classic presented by CNBC Prime's "The Profit" can be downloaded here: [www.eldoraspeedway.com/mudsummer-classic-logos](http://www.eldoraspeedway.com/mudsummer-classic-logos)

**About Eldora Speedway:**

Since its opening in 1954, Eldora Speedway has proven to be a frontrunner in motorsports growth and stability. Celebrating its 60<sup>th</sup> anniversary in 2013, Eldora hosts some of the biggest events in grassroots racing. The historic, half-mile dirt oval features the World of Outlaws STP Sprint Cars, DIRTcar Dirt Late Models, DIRTcar Modifieds, All-Star Circuit of Champions Sprint Cars, USAC National Silver Crown, Sprint Cars and Midgets, National Racing Alliance Sprint Invaders, U.S. Hot Rod Association Monster Jam, Eldora Stocks and on July 24, the NASCAR Camping World Truck Series. To learn more, please visit [www.EldoraSpeedway.com](http://www.EldoraSpeedway.com) or call the Eldora Speedway box office at (937) 338-3815. Additionally, behind-the-scenes access can be found by following @EldoraSpeedway on Twitter, hitting 'Like' at [Facebook.com/EldoraSpeedway](https://www.facebook.com/EldoraSpeedway) and by viewing video highlights at [YouTube.com/EldoraSpeedwayInc](https://www.youtube.com/EldoraSpeedwayInc). The Eldora Speedway app for the iPhone, iPad and Android is also available for download via iTunes and Google Play.

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