



## Kurt Busch Newest Member of Monster Energy Family of Athletes

MOORESVILLE, N.C., (March 16, 2012) – It was announced today that Kurt Busch has entered into a personal services agreement with Monster Energy Company to become the newest Monster Energy Team Athlete, effective immediately.

This news follows the announcement in January that Busch, the 2004 NASCAR Sprint Cup Series champion, would partner with his brother Kyle in the NASCAR Nationwide Series to drive the No. 54 Monster Energy Toyota Camry for Kyle Busch Motorsports in select races and compete for the Nationwide Series owner championship.

Through this new partnership, Monster Energy will be part of Busch's Sprint Cup activities in addition to his Nationwide Series activities. Monster Energy branding will be included on Busch's racing helmet, firesuit and trackside apparel.

"This is a great partnership and opportunity with one of the most progressive brands in sports," Busch said. "I was already excited to be working with the Monster team in the Nationwide Series.

"When you look at the list of athletes who are part of the Monster Energy Team of Athletes, you see a group of edgy, championship-winning performers who are driven to be the very best. That's something I identify with, which is why I'm very proud to represent Monster Energy."

The partnership with Busch is the next step in increasing brand exposure in NASCAR for Monster Energy, which has consistently sought brand exposure through the sponsorship of extreme athletes.

"Monster Energy has always sought the most determined, fearless and committed athletes to be part of our team, and it would be hard to find competitors that fit our brand more than Kurt Busch," said Mark Hall, Monster Energy Company President. "We were already very pleased to be working with Kurt in the NASCAR Nationwide Series with his brother Kyle and Kyle Busch Motorsports. This is an extension of that partnership and we're looking forward to the upcoming season."

The 33-year old Kurt Busch has made the Chase for the Sprint Cup six times since the inception of the Chase in 2004, when he won the series title. His Sprint Cup championship followed the International Race of Champions (IROC) title he won in 2003. And before joining the Sprint Cup ranks in 2000, Busch was the 1999 NASCAR Southwest Tour champion, where at age 21, he was the youngest driver to win that series' championship. Originally from Las Vegas, Busch now makes his home in Mooresville, N.C.

### **About Monster Beverage Corporation**

Based in Corona, Calif., Monster Energy refuses to acknowledge the traditional and the disingenuous. Monster always supports the scene and the sport. Whether it's motocross, off-road, NASCAR, MotoGP, BMX, surf, snowboard, ski, skateboard, or the rock-and-roll lifestyle, Monster is a brand that believes in authenticity and the core of what its sports, athletes and musicians symbolize. Much more than a drink, it's a way of life lived by our athletes, sports, bands, believers and fans. See more about Monster Beverage Corporation – including all of its drinks – at [www.MonsterEnergy.com](http://www.MonsterEnergy.com) and [Facebook.com/MonsterEnergy](https://www.facebook.com/MonsterEnergy).

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