



Stewart-Haas
RACING

For Immediate Release

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Outback Steakhouse Joins Stewart-Haas Racing Award-Winning Steakhouse To Become Primary Sponsor of No. 39 Team and Driver Ryan Newman in 2012

AVONDALE, Ariz. (Nov. 11, 2011) – Award-winning Outback Steakhouse, with more than 750 locations nationwide, has formed a partnership with Stewart-Haas Racing (SHR), the NASCAR Sprint Cup Series team co-owned by two-time series champion Tony Stewart and Gene Haas.

Outback Steakhouse will be the primary sponsor of SHR's No. 39 team and driver Ryan Newman for two races in 2012, and when not serving as a primary sponsor, will be an associate sponsor with placement on the B-post of the No. 39 Chevrolet Impala. Outback Steakhouse joins the U.S. Army, Quicken Loans and Tornados as primary sponsors of the No. 39 team.

"We're thrilled to partner with Stewart-Haas Racing and Ryan Newman who are recognized for their leadership and performance on and off the track," said Mike Kappitt, chief marketing officer, Outback Steakhouse. "It's especially meaningful to us to continue Outback's longstanding commitment to supporting troops and their families by being a sponsor on the No. 39 U.S. Army Chevrolet."

Since first opening in 1988, Tampa, Fla.-based Outback Steakhouse has hosted military events and initiatives all over the country and abroad including its *Thanks for Giving* program, which over the last two years has donated \$2 million to Operation Homefront, a nonprofit organization that supports military troops and their families, and its *Operation Feeding Freedom* initiative that sends teams of Outbackers overseas to feed American troops stationed abroad.

"I've always been a huge fan of Outback Steakhouse, and I know why it's been voted the best steak year in and year out," said Newman, winner of 15 Sprint Cup races, including the 50th running of the Daytona 500 in 2008. "They have a quality product that I'm very familiar with and we're certainly proud to be representing Outback Steakhouse on the racetrack."

In officially launching the partnership, Outback Steakhouse's logo, along with a special message to United States Veterans, will be featured on the decklid of Newman's No. 39 U.S. Army Chevy during this weekend's Sprint Cup event at Phoenix International Raceway. Fittingly, the U.S. Army Chevy carries a special paint scheme during this Veterans Day weekend at Phoenix honoring Army Vietnam Veterans. A collage made up of hundreds of photos of those who served is incorporated into the car's design.

"We're honored to have Outback Steakhouse join Stewart-Haas Racing," added Stewart, who in his three years as a Sprint Cup team owner has qualified for the Chase for the Sprint Cup each season while scoring 10 of his 43 career Sprint Cup victories, the most recent of which came last Sunday at Texas Motor Speedway in Fort Worth. "The company's reputation for quality and great service is second to none in the restaurant industry, and it's a true pleasure to be associated with a company and a product that is admired by so many, including myself. We're looking forward to doing some great things together on and off the racetrack."

About Outback Steakhouse:

Outback Steakhouse was once again voted No. 1 Best Steak in the 2011 Zagat Survey® of National Full-Service Restaurant Chains for the third consecutive year. Outback Steakhouse starts fresh every day to create the flavors that our mates crave. Best known for grilled steaks, chicken and seafood, Outback also offers a wide variety of crisp salads and freshly-made soups and sides. New creations and grilled classics are made from scratch daily using only the highest-quality ingredients sourced from around the world. For more information, please visit www.Outback.com, www.Facebook.com/Outback or www.Twitter.com/Outback.

About Stewart-Haas Racing:

Stewart-Haas Racing is the NASCAR Sprint Cup Series team co-owned by two-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 two entries in the elite Sprint Cup Series – the No. 14 Office Depot/Mobil 1 Chevrolet Impala for Stewart and the No. 39 U.S. Army/Tornados/Haas Automation Chevrolet Impala for 2008 Daytona 500 winner Ryan Newman. Based in Kannapolis, N.C., Stewart-Haas Racing operates out of a 140,000-square-foot facility with more than 150 employees. For more information, please visit us on the Web at www.StewartHaasRacing.com, on Facebook at www.Facebook.com/StewartHaasRacing and on Twitter at @StewartHaasRcng.

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