



**Quicken Loans**  
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**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](mailto:Mike.Arning@TrueSpeedCommunication.com)

Contact Aaron Emerson  
Quicken Loans Inc.  
(313) 373-3035 or [AaronEmerson@QuickenLoans.com](mailto:AaronEmerson@QuickenLoans.com)

## Quicken Loans Joins Stewart-Haas Racing

***Nation's Largest Online Retail Mortgage Lender To Become Primary Sponsor of No. 39 Team and Driver Ryan Newman While Serving as Associate Sponsor of No. 14 Team and Driver Tony Stewart***

KANNAPOLIS, N.C. (Nov. 1, 2011) – Quicken Loans Inc., the nation's largest online retail mortgage lender, 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.

Quicken Loans will be the primary sponsor of SHR's No. 39 team and driver Ryan Newman for nine races in 2012, and when not serving as a primary sponsor, will be an associate sponsor. Additionally, Quicken Loans will be an associate sponsor on the No. 14 Office Depot/Mobil 1 Chevrolet Impala of Stewart throughout the 2012 Sprint Cup season.

To kick off this partnership, Newman and the No. 39 team will carry a special paint scheme to highlight the upcoming Quicken Loans Carrier Classic during this weekend's Sprint Cup event at Texas Motor Speedway in Fort Worth.

The Quicken Loans Carrier Classic pits the No. 1 North Carolina Tarheels against the Michigan State Spartans in an unprecedented season-opener to the NCAA Division 1 Men's Basketball schedule, as the game will be played on the flight deck of the U.S.S. Carl Vinson on Nov. 11, 2011 – Veterans Day. The game will be held at Naval Base Coronado in the San Diego Harbor in front of 7,000 military personnel and spectators while being televised live on ESPN at 7 p.m. EST/4 p.m. PST.

"As a company that prides itself on the speed and ease of its loan process, it only made sense for Quicken Loans to partner with NASCAR – a sport built around amazingly fast cars and extremely talented drivers," said Jay Farner, president and chief marketing officer of Quicken Loans. "More than just sponsoring Ryan Newman, we've found a perfect partner in Stewart-Haas Racing. Right from the first conversation with them, we knew we had found a team as driven to amaze as we are."



Quicken Loans will share space on the No. 39 Chevrolet Impala with the U.S. Army, which has sponsored Newman since the inception of SHR in 2009.

"It's an absolute pleasure to share the No. 39 car with the U.S. Army," Farner added. "We're one of the nation's largest VA mortgage providers and a company that appreciates the selfless sacrifices our military make for us every day. It is why we are the title sponsor of the Quicken Loans Carrier Classic and why we're leveraging the NASCAR Sprint Cup Series race at Texas Motor Speedway to promote this one-of-a-kind experience on the flight deck of the U.S.S. Carl Vinson."

Newman, winner of 15 Sprint Cup races, including the 2008 Daytona 500, will carry Quicken Loans branding this weekend at Texas and during the 2012 Sprint Cup season.

"It's an honor to represent the U.S. Army and it's great to have Quicken Loans join our team, because now we can do even more to help active Soldiers and veterans alike," said Newman, winner of the 2003 Sprint Cup race at Texas. "There's such a parallel between what we do in NASCAR and what our Soldiers do. They go to battle, and their only goal is to win. To partner with a company as engaged with the military as SHR is something that makes us all very proud."

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This year, Quicken Loans will improve the financial situation of nearly 150,000 American families and more than 11,000 active and retired military clients by providing assistance in purchasing or refinancing their homes.

“We’re very proud to partner with Quicken Loans,” said Stewart, who in his three years as a Sprint Cup team owner has qualified for the Chase for the Sprint Cup each time while scoring nine of his 42 career Sprint Cup victories. “They’re new to the sport and we aim to make their entry into NASCAR a positive one that will grow their business, and ultimately, grow their involvement within the sport and Stewart-Haas Racing.”

In honor of Veterans Day and the millions of people who have served in the Armed Forces, Quicken Loans recently made a \$111,111 (Veterans Day falls on November 11, 2011) donation to the Navy-Marine Corps Relief Society, which provides financial, educational and other assistance to members of the Naval Services, family members and survivors. For more information, please visit [www.QuickenLoansCarrierClassic.com](http://www.QuickenLoansCarrierClassic.com).

**About Rock Holdings Inc.:**

Rock Holdings Inc., is the parent company for several financial services related businesses and employs more than 4,000 team members. These client-focused and technologically-driven companies include Quicken Loans, the nation’s largest online home lender and One Reverse Mortgage unit, the fastest growing reverse mortgage lender in America; Title Source, a nationwide leader of title insurance, property valuations and settlement services; Quicken Loans Mortgage Services (QLMS), a mortgage origination platform servicing community banks and credit unions across the country; In-House Realty, the preferred real estate partner of Quicken Loans that matches clients with trusted real estate agents in all 50 states; and, Quizzle.com, the online innovator and website where consumers manage their home, money and credit. Rock Holdings Inc., also recently moved its headquarters to downtown Detroit.

**About Quicken Loans, Inc.:**

Quicken Loans Inc., is the nation’s largest online retail mortgage lender and among the five largest overall retail home lenders in the United States. The company closed a record \$29 billion in retail home loan volume across all 50 states in 2010, and closed its 1 millionth loan. Quicken Loans generates loan production from five Web centers located in Detroit, Ohio and Arizona. The company also operates a centralized loan processing facility in Detroit as well as its San Diego-based One Reverse Mortgage unit. “QuickenLoans.com” has been named “Best of the Web” by *Forbes* and *Money* magazines. The company also has been named to *FORTUNE* magazine’s list of the country’s “100 Best Companies To Work For” eight consecutive years, ranking as high as No. 2, and named in the Top-15 of *Computerworld* magazine’s “100 Best Places to Work In Technology” for six years in a row. Quicken Loans ranked No. 1 in the *Detroit Free Press*’ “Top Workplaces of 2010” List. Last year, the company moved its headquarters and 1,700 of its 3,700 full-time team members to downtown Detroit. For more information about Quicken Loans, visit [www.QuickenLoans.com](http://www.QuickenLoans.com).

**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](http://www.StewartHaasRacing.com), on Facebook at [www.facebook.com/StewartHaasRacing](http://www.facebook.com/StewartHaasRacing) and on Twitter at @StewartHaasRcng.

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