



FOR IMMEDIATE RELEASE

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NAPA Brakes Secures Select National Relationship with NASCAR Crew Chiefs
The Best in the Business - Top NASCAR Techs - Say "Use What We Use"

McHenry, Ill., Feb. 6, 2009 — You've seen them lead their world-class drivers to victory on many of the world's toughest race tracks. Now, NAPA Brakes has the backing of several Crew Chief Club members, some of NASCAR's most trusted and talented technicians. This national endorsement deal paired with training seminars, an extension of 2008's successful program, are centered around the high quality, advanced line-up of products that only NAPA Brakes can provide.

This program is composed of a core group of main elements that will all feature the nationwide NAPA Brakes endorsement by three of the top crew chiefs (past and present) in NASCAR. These elements include point-of-sale materials, national promotions and training events; all have been created to show jobbers, installers and DSMs that NAPA Brakes is the preferred brake product of some of the top technicians in the racing world.

The informative and exciting training events (see schedule below) will be held this NASCAR season in nine influential markets across the U.S. This exclusive training component is intended for jobbers, installers and DSMs to learn from the best in the business, the NASCAR Crew Chiefs. Spots are limited at each session, and the private events include:

- One-hour brake training session with Master ASE certified technicians
- One-hour Crew Chief "Track Talk" Q&A
- Catered dinner
- Crew Chief goodie bag including an autographed item, along with other exciting gifts

For those not able to attend and who still want to learn from the pros, one training event will be broadcast on NAPABrakes.com. In addition, there will be one NASCAR Performance Live radio talk show broadcast live from Michael Waltrip Racing in Charlotte, NC. The radio show is hosted weekly by recognized FOX Sports Broadcaster and former NASCAR Crew Chief Larry McReynolds. The show will be syndicated nationwide to more than 125 radio outlets and will also run nationally on Sirius radio.

"We know our stuff, and we're excited to partner with NAPA Brakes, who have some of the highest quality brake parts around. We'll let installers and customers know to use what we use on our own personal vehicles," said McReynolds.

For more information, visit NAPABrakes.com.



Training Event Schedule (Tentative)

- April 16: Phoenix
- May 13: Charlotte
- July 8: Chicago
- July 23: Indianapolis
- July 30: Pocono
- August 3: Atlanta
- October 1: Kansas City
- November 4: Las Vegas
- November 19: Homestead

NAPA BRAKES is a leading supplier of brake system components supplying the automotive aftermarket. The brand is available at the more than 6,000 NAPA AUTO PARTS Stores nationwide.

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