



For Immediate Release

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NASCAR TEAMS DRIVE HOME BIG VALUE FROM DAYTONA 500

Kansas City, MO - Despite a rough off-season that saw many NASCAR Sprint Cup teams consolidate and scramble for sponsorship, the season opening Daytona 500 delivered big value for team sponsors. Image Impact conducted a sponsorship brand analysis for the race. According to their findings, the 43 race cars on the track and their drivers' exposure delivered almost \$45 million in value to their affiliated sponsors. In a spectacular result, the race was prematurely ended after 152 of the scheduled 200 laps due to rain. Matt Kenseth found himself in the right place at the right time and took home the victory delivering a total of \$3.89 million in exposure for his affiliated sponsors. His primary sponsor DeWalt Tools accounted for \$2.06 million of that exposure.

While Kenseth was the winning driver he did not deliver the most in brand value. That honor belongs to Dale Earnhardt Jr. who delivered \$4.41 million in value to his sponsors. Kyle Busch, who was knocked out of the race on Lap 124, delivered \$3.57 million in sponsorship value, ranking third amongst all drivers. M&M's, Busch's primary sponsor, received \$2.24 million in exposure, the top brand amongst all car sponsors thanks in part to his race-high 88 laps led.

Top 10 Drivers in Brand Delivery From Daytona 500*

<u>Rank</u>	<u>Driver</u>	<u>Duration</u> [^]	<u>QI</u>	<u>MV</u>
1	88 – Dale Earnhardt Jr.	20:37.3	.175	\$4,409,553
2	17 – Matt Kenseth	13:16.0	.237	\$3,891,293
3	18 – Kyle Busch	12:38.3	.217	\$3,567,796
4	24 – Jeff Gordon	14:07.3	.191	\$3,181,804
5	99 – Carl Edwards	10:20.0	.221	\$2,827,160
6	96 – Bobby Labonte	6:45.7	.321	\$2,690,133
7	14 – Tony Stewart	9:54.7	.197	\$2,065,133
8	5 – Mark Martin	9:12.3	.189	\$1,975,578
9	48 – Jimmie Johnson	9:58.7	.163	\$1,792,736
10	42 – Juan Pablo Montoya	8:15.7	.168	\$1,614,386

*Includes Daytona 500 race as well as the Road to Daytona pre-race show on FOX

^ Duration is listed as Minutes:Seconds

QI ScoreSM (Quality Impact Score) is indicative of a detection's impact potential based upon observable presentation attributes such as duration, size, isolation and presentation type

MV[®] (Monetary Value) is a quality adjusted value of sponsorship presentations benchmarked against the broadcast's negotiated 30-second ad rate.

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Image Impact, Inc.[®] is a leading Web-based provider of brand placement measurement and valuing within mass media programming. Utilizing cutting-edge delivery platforms such as BrandBase[®] (www.brandbase.tv), clients are provided with comprehensive, verifiable brand placement evaluation and consulting analysis to take them *Beyond the Numbers*SM. Image Impact is the official provider of brand placement analysis information for Major League Baseball. Image Impact continues to provide brand placement measurement for ESPN, FOX Sports, MasterCard, Sprint, LPGA, PGA, BASS, Feld Motorsports, CBS Sports, Canadian Football League, UFC/WEC, among many others. Visit www.imageimpact.tv for more information.

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