



For Immediate Release

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KENSETH DELIVERS BIG VALUE IN BACK-TO-BACK VICTORIES

Kansas City, MO - Matt Kenseth has been delivering big exposure for his sponsors after following up his season opening victory in the Daytona 500, with the checkered flag in the Auto Club 500. Kenseth delivered \$2.91 million in brand exposure according to a study conducted by Image Impact for the race. Coupled with his victory at Daytona, Kenseth has now delivered over \$6.8 million in brand value, over 30 percent of his total brand exposure during the 2008 NASCAR Sprint Cup Series. Carhartt, who served as the primary sponsor of Kenseth’s Auto Club ride received \$993,500 in value from the race.

According to Image’s findings, the 43 race cars on the track and their drivers’ exposure delivered over \$19.6 million in value to their affiliated sponsors. Jeff Gordon finished second on the track and was second in total brand exposure with \$2.37 million in brand value. Greg Biffle’s primary sponsor 3M was the top earning brand with \$1.43 million in value.

Top 10 Drivers in Brand Delivery From Auto Club 500

<u>Rank</u>	<u>Driver</u>	<u>Duration^</u>	<u>QI</u>	<u>MV</u>
1	17 – Matt Kenseth	28:57.7	.191	\$2,914,521
2	24 – Jeff Gordon	22:53.3	.178	\$2,365,992
3	48 – Jimmie Johnson	17:14.0	.165	\$1,718,272
4	16 – Greg Biffle	15:55.7	.178	\$1,660,377
5	88 – Dale Earnhardt Jr.	15:05.0	.149	\$1,342,720
6	99 – Carl Edwards	6:26.7	.271	\$993,189
7	18 – Kyle Busch	6:45.3	.241	\$929,589
8	26 – Jamie McMurray	6:01.0	.209	\$711,383
9	20 – Joey Logano	5:23.0	.235	\$604,983
10	83 – Brian Vickers	6:05.7	.174	\$596,379

^ 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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