

For Immediate Release
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No. 27 PEAK/Menards Chevrolet Changes its Colors for Daytona Speedweeks

WELCOME, N.C. (February 6, 2012) – Entering their ninth season with Richard Childress Racing driver Paul Menard, PEAK® Performance announced today the No. 27 Chevrolet will sport an exciting and electric look during 2012 Speedweeks at Daytona International Speedway.

Expanding on their hood sponsorship of the Menards Chevrolet, PEAK has redesigned the No. 27 Impala to be completely adorned with the signature “PEAK blue” and “Menards yellow” as the NASCAR Sprint Cup Series kicks off the season with the 54th running of the “Great American Race” on February 26. The special paint scheme will also be showcased in the Budweiser Shootout on February 18 and the Duel 150 qualifying race on February 23.

"PEAK has been a great partner to work with over the years," commented Menard. "This year, to kick off the season at Daytona with a little extra punch, PEAK decided to run a vastly different paint scheme on the No. 27 Chevrolet. There is always a special energy going into Daytona and I know the team and I are all excited to get there and do everything we can to put the No. 27 PEAK car into Victory Lane."

PEAK first partnered with the 2011 Brickyard 400 champion in 2004, but their relationship with Menards dates back to the home improvement chain's IndyCar days. To celebrate the occasion and generate excitement with fans, PEAK will feature exclusive online Menard content in the days leading into the Daytona 500. The blog can be followed at www.peakauto.com/blog. Fans can also follow the march to Daytona at @peakauto on Twitter and on Facebook at www.facebook.com/peakauto.

Menard had an outstanding 2011 season, capturing his first-career Sprint Cup Series win with an emotional trip to Victory Lane at Indianapolis Motor Speedway and finishing 17th in the driver championship standings, his highest career finish. Menard enters his sixth year of NSCS competition in 2012 and will make his second career appearance in the annual Budweiser Shootout at Daytona.

For more information on today's announcement, and all that's happening at RCR, please visit <http://www.rcrracing.com>.

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About PEAK

PEAK products are manufactured, marketed and distributed by Old World Industries, which is among the largest privately-held companies competing in the automotive aftermarket. The Northbrook, Illinois-based company enjoys a presence in various consumer product markets, energy exploration, and chemical manufacturing in more than 50 countries worldwide. Old World's brands include a full line of PEAK® Performance Products; Mr. Clean® Windshield Wash, Wiper Blades, and Auto Care Products; SIERRA®, the safer antifreeze; Fleet Charge® Fully Formulated Coolant; Final Charge® Heavy Duty Global Extended Life Antifreeze/Coolant; SmartBLADE™ Premium Wiper Blades; HERCULINER® Truck Bed Liner Kits; SplitFire® Spark Plugs. For more information, please visit www.oldworldind.com or www.peakauto.com.

About Richard Childress Racing

Richard Childress Racing (www.rcrracing.com) has earned more than 200 victories and 14 championships, including six in the NASCAR Sprint Cup Series with the legendary Dale Earnhardt. RCR was the first organization to win championships in the Sprint Cup Series, Nationwide Series and Camping World Truck Series. Its current Sprint Cup Series lineup includes Paul Menard (No. 27 Menards Chevrolet), Kevin Harvick (No. 29 Budweiser/Rheem/Jimmy John's Chevrolet) and Jeff Burton (No. 31 Caterpillar/Wheaties/BB&T Chevrolet). Its Nationwide Series program includes Elliott Sadler (No. 2 One Main Financial Chevrolet), 2011 Camping World Truck Series champion Austin Dillon (No. 3 Advocate/Bass Pro Shops/American Ethanol Chevrolet) and Kevin Harvick/Brendan Gaughan/Paul Menard (No. 33 South Point Hotel & Casino/Menards/Hunt Brothers Pizza/Armour/Fast Fixin'/ Chevrolet). Tim George Jr. and Brendan Gaughan (No. 2 Potomac Family Dining Group/South Point Hotel & Casino Chevrolet), Joey Coulter (No. 22 RCR/Armour Chevrolet) and 2011 ARCA Racing Series champion Ty Dillon (No.3 Bass Pro Shops Chevrolet) compete in the 2012 Camping World Truck Series season.