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DREYER & REINBOLD RACING WELCOMES DAD'S ROOT BEER

With the 2008 IndyCar Series season opener just days away, Dreyer & Reinbold Racing is excited today to announce a new partnership with Dad's Old Fashioned Root Beer.

Dad's, one of America's most popular soft drinks, will have presence on the #15 Dreyer & Reinbold Honda Dallara as well as on the driving suit of driver Buddy Rice.

"I've always loved open-wheel racing," President and CEO of Dad's, Keith Hedinger, said. "I'm a big fan of the Indianapolis 500. I've been going there for many, many years."

"This is an exciting day for us," team co-owner Robbie Buhl said. "To bring an Indiana-based company that's excited about being a part of the new IndyCar Series and Indianapolis 500 is wonderful. It's a great fit with the long history Dennis (Reinbold) and his family has with Indy car racing.

"We're looking forward to helping Dad's accomplish their goals within the marketplace and the IndyCar Series community."

The two parties had been working on putting a deal together since the off-season. Both sides felt that a partnership between the two made sense for everyone involved and worked diligently to make it happen.

"I was impressed when we met with Robbie and Dennis," Hedinger said. "We really appreciated their ties to the state of Indiana and open-wheel racing. Now that we're an Indiana company, it only seemed like a natural fit."

The final agreement was completed just days ago as the unification of IndyCar racing brought about much excitement for the new series.

"The recent unification of open-wheel racing also had an influence on our decision to become involved within the IndyCar community," Hedinger said. "With the increased exposure the league will be getting, we're looking to position our products and grow our brand in the marketplace."

Along with the new addition of Dad's, the team also welcomes back returning sponsors of the #15 car: RollCoater, Valspar, and TranSystems.

Dad's was originally developed in early 1937 in Chicago. The brand has been an icon in U.S. history since. When purchased by the Monarch Beverage Company of Atlanta in 1986, it held the second largest share of the root beer segment in the market.

In 2007, Dad's was purchased by its current owner, Hedinger Brands, LLC. Now headquartered in Jasper, Indiana, the company also owns and markets Sun Crest, Dr. Wells, and Bubble Up. Also in 2007, the brand celebrated its 70th birthday. As an ongoing effort within the company and its new association with Dreyer & Reinbold Racing, the company seeks to expand its product distribution network across the country.

For more information on Dad's, visit www.dadsrootbeer.com.

Dreyer & Reinbold Racing, based in Indianapolis, was formed in 2000 with Indianapolis businessman Dennis Reinbold and driver Robbie Buhl. Their debut outing saw the team win at the Walt Disney World Speedway. Since, the team has made 163 IndyCar Series starts. Among driver alumni for the team include co-owner Buhl and previous Indianapolis 500 Champions Al Unser Jr. and Buddy Lazier. No other team has the historical ties to the Indianapolis Motor Speedway as Dreyer & Reinbold. Team co-owner Dennis Reinbold's grandfather "Pop" Dreyer built leading roadsters that raced at IMS during the 30s, 40s, and 50s.

More information on the team can be found at www.dreyerreinbold.com/racing.

For more information on the IndyCar Series, log on to www.indycar.com.

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For more information about this topic, or to schedule an interview with a member of Dreyer & Reinbold Racing, please call Kaaveh Akbari at (317) 824-0113 (shop), (317) 727-6957 (mobile), or email at kaaveh@kaavehakbari.com.