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Have you Herd?

Nashville 300 Pre-Race Press Information

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DUVITA TO SPONSOR HERD RACING IN NASHVILLE 300 ON APRIL 3

DuVita, LLC. will serve as primary sponsor of Herd Racing's #75 Chevrolet Impala SS for the Nashville 300 at Nashville Superspeedway. DuVita, based in suburban Nashville, provides home-based business opportunities in direct marketing of all-natural dietary supplements that promote a healthy lifestyle. The product line features various products, including great-tasting, easy-to-use, pixi stick-style powders: Balance+ and Appetite+.

You can learn more about DuVita and its exciting racing program by logging on to www.racetoduvita.com. Become a fan on the DuVita Official Company Facebook page: www.facebook.com/DuVitaOfficial.



#75 TO FEATURE FULL-CAR DUVITA PAINT SCHEME IN NASHVILLE

Herd Racing will promote DuVita's corporate brand with a full-car paint scheme for the Nashville 300 NASCAR Nationwide Series events at Nashville Superspeedway.

It will be DuVita's first venture into motorsports marketing. Based in Brentwood, Tenn., DuVita provides home-based business opportunities in direct marketing of all-natural dietary supplements that promote a healthy lifestyle. Get more out of life with DuVita!



PONDEROSA STEAKHOUSE IS OFFICIAL CATERER OF HERD RACING

The Ponderosa Steakhouse in Lebanon, Tenn. will join Herd Racing as the team's official caterer during events at Nashville Superspeedway April 2 and 3.

Billy Mullinax, owner of the restaurant at 818 South Cumberland Street, will also host driver Brett Rowe and his #75 DuVita Chevrolet for a fan appreciation event from 5 p.m. to 7 p.m. on Thursday, April 1 at the restaurant.



HOLIDAY INN EXPRESS DOWNTOWN NASHVILLE TO HOST HERD TEAM

The Holiday Inn Express in downtown Nashville will be the official lodging partner of Herd Racing during its trip to the Music City for the Nashville 300.

The team will stay at the hotel during its visit to the Nashville Superspeedway and driver Brett Rowe will appear in the hotel lobby for an autograph session for hotel guests from 9 p.m. to 10 p.m. on Friday, April 2.



DUVITA RACING PLANS TO INCLUDE FAN APPAREL ONLINE STORE

DuVita will introduce its newfound NASCAR fans and existing customers to a complete line of DuVita Racing apparel and accessories.

Fans can access the company's online apparel store by logging on to www.duvitagear.com. Products will include t-shirts, sweatshirts, hats and other items.

BECOME A DUVITA INDEPENDENT ASSOCIATE IN YOUR AREA

Are you feeling like your career isn't providing you with the return you had hoped? If so, becoming an independent distributor of DuVita's line of all-natural healthy living products may be the opportunity for you.

Even the staff at Herd Racing, including owner Dana Tomes and crew chief Chad Beahr, have gotten behind the DuVita line and signed on as associates.

"It helps keep my mood, strength and energy on an even keel when I'm at the track," said Chad Beahr. "I am happy with the product and with the company. They are honest, open and friendly, and offer a safe, easy-to-use and convenient product."

IMPERIAL BEDDING COMPANY AN AMERICAN ORIGINAL IN BEDDING

Being one of the few family bedding manufacturers left in America, Imperial Bedding Company is proud to be a sponsor of Herd Racing at Nashville.

Based in Huntington, West Virginia, Imperial has been making mattresses and custom bedding for more than 40 years and has become a staple in millions of bedrooms over the years. More information is available at www.imperialbedding.com.

SOME TIDBITS ABOUT OUR DRIVER—BRETT ROWE

* Brett Rowe is the only native West Virginian who is currently participating in NASCAR as a driver.

* Brett has nearly 30 NASCAR Nationwide Series races to his credit since 2007.

* Brett is the 2005 ARCA Lincoln Welders Truck Series Champion where he won 11 of the series' 22 races in 2004 and 2005, including 17 Top 5's.

* Brett is 42 years old, married (Shelley), and has three children.

* In addition to his schedule with Herd Racing as a driver, Brett works full time as the purchasing/sales manager at his family-owned business, Imperial Bedding Company, and serves as youth director at Roach Baptist Church in West Virginia.

* Brett has ties to the Nashville area as he broke into the Nationwide Series in 2007 as driver of the #05 of Day Enterprises which is based in central Tennessee.

A HERD HISTORY LESSON ON THE SIGNIFICANCE OF THE NUMBER 75

Herd Racing was founded in 2008 and is named after the Thundering Herd mascot of Marshall University, located in Huntington, WV.

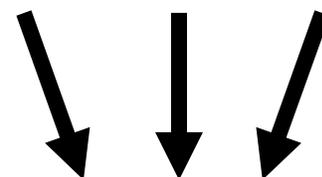
Herd Racing's owner Dana Tomes, and driver Brett Rowe, both attended Marshall University, and remain West Virginia residents.

Herd Racing's race cars bear the number 75. The number is in memory of the 75 people who died in a plane crash in November 1970 when a chartered jet carrying the Marshall University football team crashed during landing in Huntington, West Virginia.

The race team's colors are the same as those of the university, green and white, and the team's hauler displays a large wreath memorial decal in memory of those killed in the tragic 1970 crash.

The crash was made well known as the events were recounted in the 2007 movie "We are Marshall" starring Matthew McConaughey and Matthew Fox.

The team maintains its office and race shops in West Virginia, less than 20 miles from the university and the site of the plane crash.



Want to know more?

To request an interview at the track of our driver, owner or sponsors, please contact

**Dana Tomes,
President/General
Manager at
304-416-0445.**