

IRWIN® Tools Night Race at Bristol Debuts in 2010

IRWIN Tools to Sponsor NASCAR's Classic Race Under Lights

BRISTOL, TN - (August 22, 2009) - IRWIN Tools, a Newell Rubbermaid® company and manufacturer and distributor of a broad line of professional hand tools and power tool accessories, announced today that it will be the title sponsor of one of the most prestigious sporting events in the country beginning in 2010 - the IRWIN Tools Night Race at Bristol Motor Speedway.

While the event's new name is unique - the "IRWIN Tools Night Race" - the summer classic under the lights at Bristol will continue to be 500 grueling laps around the high banks of the .533-mile oval, one of NASCAR's most popular and storied facilities. A spectacle in sports since 1961, Bristol has had 55 consecutive NASCAR Sprint Cup Series sellouts, dating back to 1982.

"We could not have constructed a better partnership than one between IRWIN Tools and Bristol Motor Speedway," said IRWIN President Neil Eibeler. "Like our many IRWIN products, Bristol leads the way in innovation, quality and ingenuity among NASCAR venues."

"We can't wait to see the blue and yellow colors of IRWIN Tools here for years to come. Our employees are thrilled and our customers will be waiting in anticipation to see nearly 160,000 fans in the stands next year for the first 'IRWIN Night Race at Bristol,' the most popular NASCAR race of the year."

IRWIN Tools takes over the entitlement from Sharpie, a sister company under the Newell Rubbermaid umbrella, which has sponsored the race since 2001.

"We're very happy to keep the Night Race in the Newell Rubbermaid family," said Jeff Byrd, President and General Manager of BMS, NASCAR's fastest half-mile. "We have gotten to know the IRWIN Tools team over the years and their desire is to be the best technological company in the tool business. We feel we have the best facility in our sport so pairing up the two can only result in success. We look forward to a wonderful partnership and future together."

The IRWIN Tools name has been a mainstay in NASCAR since 2003, serving as a primary car sponsor for Roush Fenway Racing. During that span, drivers Kurt Busch and Jamie McMurray both won races in IRWIN Tools Fords while Busch carried IRWIN to the NASCAR Sprint Cup Series Championship in 2004.

"It's been a great ride with Roush Fenway Racing," said Eric Pinkham, Newell Rubbermaid's Vice President, Sponsorship and Event Marketing. "They clearly helped us put IRWIN Tools on the map and we appreciate what they've done for the IRWIN brand. Now it's time for a new chapter for IRWIN and we can't wait to get started on the IRWIN Tools Night Race at Bristol."

The 2010 IRWIN Tools Night Race at Bristol will be on Saturday, August 21.

IRWIN Tools manufactures and distributes a broad line of hand tools and power tool accessories including IRWIN® VISE-GRIP® pliers and wrenches, MARATHON® saw blades, QUICK-GRIP® clamping tools, SPEEDBOR® wood-boring bits, STRAIT-LINE® marking tools, UNIBIT® step drill bits and HANSON® taps and dies. IRWIN Tools is a part of Newell Rubbermaid's global portfolio of brands. For more information, call 1-800-GO-IRWIN or visit www.irwin.com.

Additional assets available online:  [Photos \(1\)](#)

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