

## IRWIN Tools Excited About Bristol Motor Speedway Modification

### Track Listens to Fans; New Surface Will be Ready for IRWIN Tools Night Race

**HUNTERSVILLE, N.C. (May 8, 2012)**— IRWIN® Tools, proud sponsor of the IRWIN Tools Night Race at Bristol Motor Speedway, applauds track management for making modifications to the world's fastest half-mile facility in hopes of creating closer competition.

Bristol Motor Speedway officials announced last week there will be changes to the track's current design and the first Sprint Cup Series race on the newly modified track will be the IRWIN Tools Night Race on Saturday, Aug. 25.

The top portion of the progressive high banking on the .533-mile-oval is being eliminated in all four turns, thus trimming the angle of the track near the outside retaining wall. The upper groove will now share the same degree of incline as the middle part of the track, creating a tighter racing area for drivers.

The endeavor is a result of fans expressing their opinions that they wanted to see changes made. The fan feedback, along with fan input over the last few years, is the reason for the change. The track was widened in 2007 and instituted progressive banking.

"We are excited that the IRWIN Tools Night Race will be the first NASCAR Sprint Cup Series event held at the 'new' Bristol Motor Speedway," said Curt Rahilly, IRWIN's Vice President of Marketing. "We love the fact that Mr. Smith (Bruton Smith, Chairman and CEO of Speedway Motorsports, Inc., parent company of BMS) listened to the fans and took action.

"We have the same philosophy at IRWIN – we listen to our customers and then provide them with the best, most innovative professional grade hand tools and power tool accessories. We can't wait for what will prove to be a historic IRWIN Tools Night Race at Bristol."

The race will begin the countdown to the second annual National Tradesmen Day on Sept. 21 where IRWIN honors America's Tradesmen, who roll up their sleeves every day to build our homes; repair our cars, trucks and planes; and heat and cool our homes — oftentimes without recognition or appreciation from our society.

"At IRWIN, recognizing the efforts of America's tradesmen is part of our brand's DNA," added Rahilly. "Professional tradesmen are the backbone of our great nation. In addition to the IRWIN Tools Night Race, we will continue to execute multiple platforms throughout the year to encourage our communities to salute tradesmen."

National Tradesmen Day is celebrated on the third Friday of September each year. To learn more, visit [www.nationaltradesmenday.com](http://www.nationaltradesmenday.com). The IRWIN Tools Night Race NASCAR Sprint Cup Series race is set for Saturday, August 25. Brad Keselowski is the defending champion. For ticket information, log on to [www.bristolmotorspeedway.com](http://www.bristolmotorspeedway.com).

#### **About IRWIN Tools:**

IRWIN® Tools manufactures and distributes a broad line of hand tools and power tool accessories including VISE-GRIP® pliers and wrenches, MARATHON® saw blades, QUICK-GRIP® clamping tools, SPEEDBOR® wood drilling bits, STRAIT-LINE® marking tools, UNIBIT® step drill bits, MARPLES® fine woodworking tools, and HANSON® taps and dies. IRWIN Tools is a part of Newell Rubbermaid's global portfolio of leading brands. For more information, call 1-800-GO-IRWIN or visit [www.irwin.com](http://www.irwin.com). IRWIN invites the nation to celebrate **National Tradesmen Day**, on **Friday, Sept. 21, 2012**.

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