



Anderson's Pure Maple Syrup Sweetens Kevin Harvick Inc. Partner Lineup
Family Owned and Operated Company Pours on the Speed in Truck Series

Kernersville, N.C. (May 16, 2011) – Sweet just got sweeter at Kevin Harvick Inc. (KHI) with the addition of Anderson's Pure Maple Syrup to its sponsorship lineup. The Wisconsin-based company will serve as primary sponsor for the No. 33 Chevrolet Silverado team with four-time NASCAR Camping World Truck Series champion Ron Hornaday at Kansas Speedway on June 4 and again at Talladega (Ala.) Superspeedway on October 22. Anderson's will also share associate sponsorship of the No. 2 Chevrolet Impala with driver Elliott Sadler for the NASCAR Nationwide Series event on June 25 at Road America in Elkhart Lake, Wis.

Paul Anderson started Anderson's Maple Syrup over 80 years ago as a hobby and today the third generation grandson, Steve Anderson, continues the family's sugar making heritage.

"It's amazing what KHI has been able to do this year by bringing in all of these wonderful partners," said Hornaday. "Our No. 33 truck has looked great on the track all year long and it's a tribute to everyone who has helped make this program possible. It's going to be really cool to see this Anderson's Maple Syrup truck on the track during the 400th Truck Series race at Kansas. It will be a special weekend for the series. It will be great to have them back on at Talladega during the final stretch of the championship title and trying to get my very first victory at the track."

With its hardworking staff of family and close friends, Anderson's is very much a small business with big dreams -- including a win with Hornaday and Sadler.

"After a long spring harvest, Anderson's Maple Syrup is thrilled to get out of the woods and back on track with the team at Kevin Harvick Inc.," said Steve Anderson of Anderson's Maple Syrup. "We feel lucky to be partnered with a four-time champion in the Truck Series and a Cup Series veteran like Elliott Sadler. Hornaday and Sadler can count on our Wisconsin maple syrup to fuel even their most challenging race days."

Keep up with Anderson's Maple Syrup racing team events, results and cool racing collector items at: www.AndersonsMapleSyrupRacing.com.

About Anderson's Maple Syrup:

In 1928, Paul Anderson first shared the distinct taste of Wisconsin's Northwoods in tins of his delicately sweet maple syrup. Three generations later, the Anderson family carries on its sugarmaking heritage by bottling pure maple syrup from the same sugarbush their grandfather tapped for so many years. A healthy all-natural delicacy, authentic maple syrup is a nutritious, low-calorie alternative to artificial sweeteners and maple-flavored syrups. From its roots in Cumberland, Wisconsin, Anderson's Maple Syrup can today be found in supermarkets and specialty shops across the country, including Kroger stores. For more information: www.AndersonsMapleSyrup.com

About Kevin Harvick Inc.

Kevin Harvick Inc. (KHI) enters 2011 celebrating 10 years of NASCAR racing. From the start, co-owners Kevin and DeLana Harvick set a goal to become leaders within the industry. With two Truck Series championships to their credit, the organization has built a reputation of integrity and competitiveness within the NASCAR community. KHI is housed in an over 80,000 sq. ft. facility located in Kernersville, N.C. This season, the organization will field three full-time NASCAR Camping World Truck Series teams and two full-time NASCAR Nationwide Series teams, competing for the drivers and owners championships in each series. With a roster comprised of both up-and-coming and veteran championship-caliber drivers, KHI continues to establish itself as one of the top teams in NASCAR competition. For more information about KHI and its teams, please visit www.KevinHarvickInc.com.