



**NASCAR STARS WELCOME HUNTING SEASON AS CHEVY, REALTREE, SHELL AND
MOTORSPORTS AUTHENTICS LAUNCH
'CHEVY DRIVEN TO THE OUTDOORS'**

Program to Feature Camouflage Racecars on Track and a Unique Consumer Sweepstakes

CHARLOTTE, N.C. (August 22, 2008) – Chevrolet, Jack Daniels, Menards, Motorsports Authentics, Bass Pro Shops, Shell Oil Company and Realtree announced today the first ever Chevy Driven to the Outdoors Sweepstakes and merchandise program. Linking NASCAR to hunting and the great outdoors, the Chevy Driven to the Outdoors program was launched today at Bristol Motor Speedway with NASCAR stars Richard Childress, Clint Bowyer, Martin Truex Jr and Paul Menard.

Announced today live on SPEED's "Trackside Live," four NASCAR Sprint Cup drivers will lead all NASCAR fans in the Chevy Driven to the Outdoors program, which will be anchored by Kevin Harvick, Clint Bowyer, Martin Truex Jr., and Paul Menard. All four drivers will pilot Realtree camouflage-based cars in NASCAR Sprint Cup Series races this fall beginning with the Sharpie 500 on Saturday night at Bristol Motor Speedway. Additionally, the Richard Childress Racing No. 33 will make its return to the track in Talladega with a Chevy Driven to the Outdoors/Realtree paint scheme. Those unique paint schemes, and the highly sought after merchandise and memorabilia, were unveiled in a grand celebration of the outdoors today with Realtree founder and outdoor expert Bill Jordan and car owner Richard Childress.

"The crossroads of NASCAR and the great outdoors has never been stronger," Jordan said. "As we embark on hunting season, this first ever Chevy Driven to the Outdoors program allows NASCAR fans the opportunity to express their love of both camo and concrete, and we look forward to making this an evergreen program that grows each and every year with more and more drivers and teams."

In addition to a full line of NASCAR camouflage merchandise and memorabilia, the Chevy Driven to the Outdoors program will feature a unique sweepstakes that will ultimately reward one fan with a 2009 Chevy Silverado. Other prizes that will be included in the Chevy Driven to the Outdoors Sweepstakes include a racing trip to Daytona Beach in February 2009 and a day of fishing with Captain Rick Murphy, a hunting trip with Bill Jordan himself, Shell Gift Cards and Chase Authentics Chevy Driven to the Outdoors hats.

"As an avid outdoorsman, I'm pleased to have the RCR team participating in the Chevy Driven to the Outdoors program," NASCAR team owner Richard Childress said. "This is an excellent opportunity for us to partner with our great sponsors to share a personal passion of mine with NASCAR fans across the country."

This marks Chevy's first year as the primary sponsor of the program.

"NASCAR and the outdoors has been part of Chevrolet's heritage for a long time," said Chevrolet Regional Marketing Manager, Tim Hudgens. "The Chevy Driven to the Outdoors program provides a great opportunity to bring these two together to showcase not only the excitement the fans have towards NASCAR and the outdoors, but the partnerships that helped bring this to life."

Participating Chevy Driven to the Outdoors drivers, teams, cars and sponsors include:

Driver	Car	Team
Clint Bowyer	No. 07 Jack Daniels Driven to the Outdoors Chevrolet	Richard Childress Racing
Kevin Harvick	No. 29 Shell-Pennzoil Driven to the Outdoors Chevrolet	Richard Childress Racing
Paul Menard	No. 15 Menard's Driven to the Outdoors Chevrolet	DEI
Martin Truex Jr.	No. 1 Bass Pro Shops Driven to the Outdoors Chevrolet	DEI
Mike Wallace	No. 33 Team Realtree Driven to the Outdoors Chevrolet	Richard Childress Racing

"I've been involved in numerous special programs throughout my career but the passion our fans have for the outdoors makes this a one-of-a-kind event," said Harvick, driver of the No. 29 Chevy Driven to the Outdoors Shell-Pennzoil Chevrolet. "I look forward to piloting this camo car and hopefully will give all these hunting fans something to cheer about when this car hits the track later this year."

Motorsports Authentics is the only official provider of NASCAR-inspired Realtree merchandise.

Fans interested in learning more about the Chevy Driven to the Outdoors program and the rules associated with the sweepstakes can visit www.chevy.com/driven. NASCAR fans and outdoor enthusiasts looking for the Chevy Driven to the Outdoors merchandise and memorabilia can log onto the NASCAR.com Superstore or visit any of the participating retailers including Bass Pro Shops, Shell-branded convenience stores or Academy Sports and Outdoors.

About Motorsports Authentics, Inc.

Motorsports Authentics, Inc. is the leader in the design, promotion, marketing and distribution of licensed motorsports merchandise. The company's products include a broad range of motorsports-related die-cast replica collectibles, apparel, souvenirs and other sports-inspired memorabilia. Motorsports Authentics markets and distributes product through a variety of channels including their Authorized Dealer network, the Racing Collectables Club of America (RCCA), QVC, GoRacing.com, Trackside at racing events, direct corporate promotions, mass retail and department stores, specialty dealers and select online retailers. For more information about Motorsports Authentics, please visit the Web site at www.motorsports-authentics.com.

About General Motors.

General Motors Corp. (NYSE: GM), the world's largest automaker, has been the annual global industry sales leader for 77 years. Founded in 1908, GM today employs about 266,000 people around the world. With global headquarters in Detroit, GM manufactures its cars and trucks in 35 countries. In 2007, nearly 9.37 million GM cars and trucks were sold globally under the following brands: Buick, Cadillac, Chevrolet, GMC, GM Daewoo, Holden, HUMMER, Opel, Pontiac, Saab, Saturn, Vauxhall and Wuling. GM's OnStar subsidiary is the industry leader in vehicle safety, security and information services. More information on GM can be found at www.gm.com.

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