



For Immediate Release

**HENDRICK MOTORSPORTS KICKS OFF 25<sup>TH</sup> ANNIVERSARY WITH SPECIAL  
EVENT AT DAYTONA INTERNATIONAL SPEEDWAY**

*Dale Earnhardt Jr., Jeff Gordon, Jimmie Johnson and Mark Martin  
Celebrate 25 Years with Parade Lap Around Daytona International Speedway*

**Daytona Beach, Fla. (Feb. 7, 2009)** – Hendrick Motorsports, one of the premier organizations in the history of NASCAR, kicked off its 25<sup>th</sup> anniversary season today at Daytona International Speedway with a lap around the historic speedway in four specially designed silver race cars.

All four drivers from the Hendrick Motorsports stable – Jeff Gordon, Mark Martin, Dale Earnhardt Jr. and reigning NASCAR Sprint Cup champion Jimmie Johnson – joined team owner Rick Hendrick in a special ceremony to celebrate the occasion and officially begin the 2009 NASCAR season.

“We started this organization back in 1984 with one team and five full-time employees, and it’s amazing to me that we’re here celebrating 25 years,” Hendrick said. “I’m proud to look back at what our people have accomplished together, but I’m even more excited about what the future holds.”

Hendrick Motorsports has a long-standing history in racing and is home to some of the top drivers in NASCAR. In 25 years, the team has secured eight Cup Series championships, three Truck Series titles and one Nationwide Series crown and holds more than 200 combined victories. Numerous records have been broken and history has been made with this star-studded team.

In support of the team’s 25<sup>th</sup> anniversary, Motorsports Authentics is offering collectable die-cast versions of the four silver Hendrick Motorsports cars through its Action Racing Collectables die-cast brand and a variety of hats and t-shirts through its Chase Authentics apparel line. Pre-orders are being taken at the NASCAR.com Superstore and through Motorsports Authentics authorized dealers nationwide. The Racing Collectables Club of America (RCCA) is also offering versions of the die-cast through its RCCA Elite brand.

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**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](http://www.motorsports-authentics.com).

**About Hendrick Motorsports**

Since 1984, Hendrick Motorsports has earned 12 championships in NASCAR's top three divisions and 175 victories in the sanctioning body's premier series, the Sprint Cup. The organization, which will celebrate its 25th anniversary season in 2009, fields four full-time Chevrolet teams on the Cup Series circuit with drivers Mark Martin, Jeff Gordon, Jimmie Johnson and Dale Earnhardt Jr. Headquartered in Concord, N.C., Hendrick Motorsports employs more than 500 people. Please visit [www.HendrickMotorsports.com](http://www.HendrickMotorsports.com) for additional information.

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