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**TRUE VALUE AND NASCAR PRESENT THE  
NASCAR ROCKS SUMMER CONCERT TOUR AND FESTIVAL**

**CHICAGO, April 16, 1999** —Building on its long tradition of involvement in motor sports, True Value will be the presenting sponsor of this summer's NASCAR Rocks concert tour and festival. This 30-city amphitheater tour starts rolling in Denver on June 12, 1999 and winds its way across the country through the beginning of September.

True Value's involvement will help bring NASCAR racing excitement to traditional and non-traditional racing markets.

As presenting sponsor and The Official Hardware Store of NASCAR, True Value has a major role in the promotion of this event. In addition to on-site exposure and promotion, True Value customers have the opportunity to purchase the "Toolbox That Rocks". When customers use their Visa card to make a \$20 or more purchase at True Value, they also have the opportunity to buy the "Toolbox That Rocks" for \$24.95. This toolbox includes several products to make it a collector's item: a NASCAR Rocks CD, a NASCAR Rocks limited edition Hot Wheels die-cast car, tour cap and T-shirt as well as coupons from top tour sponsors and vendors.

"It's well known that NASCAR fans are among the most loyal in the world," says Frank Rothing, True Value's vice president of advertising. "Our NASCAR sponsorship has helped us reach these customers, and this is just one of the ways we can show our appreciation for them."

The bands featured in the concert series include some of the most established and some of the biggest up-and-coming acts in rock, pop and country. The show lineup will change with each stop, with the Allman Brothers headlining the show at each of the 30 dates

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A NASCAR festival will also be held at each site, giving visitors the chance to experience NASCAR through video games, show cars and memorabilia.

Extensive programming on TNN, CBS and the Westwood One radio network will follow the tour, and it will also be covered in various racing-related print media, including *NASCAR Magazine* and *Winston Cup Scene*. In addition, the tour will receive extensive online coverage. Weekly tour updates will be presented from the road on the NASCAR Web site at [www.nascar.com](http://www.nascar.com). Links from the True Value site at [www.truevalue.com](http://www.truevalue.com) will guide Web surfers to the NASCAR site.

True Value is a member of Chicago-based TruServ Corporation, the world's largest member-owned cooperative, including more than 10,000 independent retailers worldwide. For more information about TruServ Corporation, visit [www.truserv.com](http://www.truserv.com).

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## **TRUE VALUE'S RACING TRADITION**

True Value's commitment to supporting motor sports spans nearly 20 years. This commitment currently includes heavy involvement in the True Value IROC series and the NASCAR Winston Cup and Winston Racing series. It has also included sponsorship of the Indy Racing League, the NASCAR Man of the Year and NASCAR Mechanic of the Year awards.

### **IROC:**

True Value, "The Official Hardware Store of IROC" has been partnered with the series for nearly 20 years. IROC (The International Race of Champions) is an invitational series that invites 12 select drivers from various motor racing series to pair their driving skills in equally prepared race cars. True Value logos appear prominently on the cars and uniforms and on in-track signage during four televised races.

The most dominant driver in the IROC series, and one of the most respected on the NASCAR Winston Cup series has been Mark Martin. True Value has entered a driver endorsement agreement with Mark Martin, and he will be featured in upcoming TV, radio and print advertising.

### **NASCAR**

In 1999, True Value entered into its fourth year of sponsorship as the "Official Hardware Store of NASCAR." Last year, True Value had a major part in celebrating NASCAR's 50<sup>th</sup> Anniversary, with an in-store Fantasy Sweepstakes and heavy promotional support.

True Value's 1999 involvement includes special awards for the NASCAR Winston Cup Series and media support of the sponsorship. Elements planned for True Value's 1999 NASCAR sponsorship include:

- An integrated NASCAR-themed promotion to create in-store consumer excitement
- Presenting sponsorship of the NASCAR Rocks marketing initiative.
- A NASCAR merchandise initiative leveraging the sponsorship allowing local retailers to drive fans into their stores
- Hard Charger of the Race and Hard Charger of the Year awards
- True Value Nights short-track events
- NWRS Mechanic of the Year award