

Arby's Revs Its Engines in '07 with Sponsorship of Racing Maverick Matt Kenseth

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Arby's is teaming up with Roush Racing to sponsor racing phenomenon Matt Kenseth on the track and off during the 2007 season.

The Arby's brand will be the primary sponsor of 13 races on Kenseth's No. 17 Ford Fusion NASCAR Busch Series entry beginning with the season opener at Daytona International Speedway in February 2007. Arby's will also appear as the primary sponsor on Kenseth's NASCAR Nextel Cup Ford Fusion in the Spring 2007 race at Bristol Motor Speedway.

'It's very exciting to have Arby's on board with us next year on both the Busch and Cup cars,' said Kenseth. 'It's always great to bring a new sponsor into the sport, especially considering I already ate at Arby's to begin with. Our Busch team had a great 2006 season; we ended the year with two straight wins. Hopefully we will be able to pick up where we left off and get a win for Arby's at Daytona.'

'We are thrilled to make our first entry into NASCAR, one of the premier sports in the country, partnered with a championship driver behind the wheel of the Arby's race car, Matt Kenseth, supported by the best team in the business, Roush Racing,' said Chris Kuehn, Senior Vice President of National Marketing, Arby's Restaurant Group, Inc. 'Matt is a true champion who exemplifies our core values of dreaming big, working hard, getting it done, and having fun.'

In addition to a full car paint scheme during the races, the exciting partnership also includes a 200 day show car tour across the US, and an associate sponsorship of all No. 17 Nextel Cup races. Special sweepstakes, collectible cups, and other in-store promotions will also take place throughout the year.

Kenseth competed in 21 of the 35 Busch Series races in 2006 and was a force to be reckoned with in those starts. He rounded out the 2006 season with four poles, three wins, 15 top-five and 18 top-10 finishes in his 21 starts.

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