



WINFUEL Launches National Television Campaign with NASCAR Theme

Peering into a NASCAR® hauler, a cute, curious 6 year-old boy catches a glimpse of racecar driver and idol Dale Earnhardt Jr. frantically scrambling through cans, bottles, and racing supplies. Clutching a bottle of WINFUEL® multi-vitamins in his outstretched hand, the boy, revealing a toothless smile, shyly asks, "Jr., you looking for this?" In gratitude for the boy's kindness in locating his prized, "winning edge" vitamin "Jr. tosses back his WINFUEL race jacket. The touching new WINFUEL commercial, reminiscent of the Mean-Joe Green spot years ago, can be seen nationally on television.

Cedar Knolls, NJ ([PRWEB](#)) April 27, 2005 -- Peering into a NASCAR® hauler, a cute, curious 6 year-old boy catches a glimpse of racecar driver and idol Dale Earnhardt Jr. frantically scrambling through cans, bottles, and racing supplies. Clutching a bottle of WINFUEL® multi-vitamins in his outstretched hand, the boy, revealing a toothless smile, shyly asks, "Jr., you looking for this?" In gratitude for the boy's kindness in locating his prized, "winning edge" vitamin "Jr. tosses back his WINFUEL race jacket. The touching new WINFUEL commercial, reminiscent of the Mean-Joe Green spot years ago, can be seen nationally on television.

In the months leading to the new product's launch, WINFUEL Inc. produced NASCAR themed teaser spots promoting an undisclosed product that was simply, "all about winning," shared a WINFUEL representative, adding, "After the March product launch we wanted to keep the same fast-paced, powerful world of NASCAR in our spots to help communicate the brand's message."

The current spots, airing nationally, feature celebrity endorsers NASCAR® Busch® Series Cup driver Shane Hmiel and USAR Hooters® ProCup Series, Southern Division race team owner, Dale Earnhardt Jr.

WINFUEL is the only vitamin to hit the shelves with the aim of helping users to win. Going beyond the traditional "for your health" daily vitamin routine, WINFUEL focuses on winning and the psychological as well as physiological stamina the body needs for a winning performance.

In their spots, the company warns that users should be careful because "too much winning may result in extreme euphoria."

The national spots were produced in-house under the direction of independent film producer Mark Schey, creative director Steve Sussmann, associate creative director Jim Galligan; editors Joe Procopio, Justin Karpowich and Sean McManus.

About WINFUEL, Inc.

WINFUEL, Inc., headquartered in Cedar Knolls, New Jersey, is the maker of WINFUEL®, the first-ever multi-vitaWIN. WINFUEL, Inc. is a key sponsor in the NASCAR® racing circuit through Braun Racing, and the USAR Hooters® ProCup Series, Southern Division, through JR. Motorsports. WINFUEL, Inc. is a supporter of various high-profile sports and celebrity events, such as: In the Spirit of the Game, the Critics Choice Awards, MusiCares®, and more. WINFUEL, Inc. is also working with numerous charitable organizations including Operation USA. For more information, visit www.winfuel.com or call 1-800-9-WINFUEL (946-3835).



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