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Anderson's Maple Syrup Taps Hermie Sadler to Pour on the Speed at Martinsville

CUMBERLAND, WI (October 20, 2010) –Grabbing the attention of breakfast tables across the country, Anderson's Maple Syrup is partnering with TRG Motorsports and Hermie Sadler driver of the No. 71 Chevrolet Impala SS at this weekend's NASCAR Sprint Cup Series Tums Fast Relief 500 to be run at Martinsville Speedway.

Known as an all-natural brand, Anderson's Maple Syrup joins the NASCAR ranks as a family owned business which follows the same traditions of production since their beginnings in 1931. As a brand that uses zero artificial sweetening, Anderson's has always been a product that promotes a healthier alternative to many brands.

For Steve Anderson, the third generation of Anderson's to carry on the tradition, aligning with Sadler and TRG Motorsports is a natural fit.

"For us, there's nothing sweeter than fueling Hermie's efforts this weekend with Wisconsin maple syrup," explains Anderson. "We're thrilled to team up with him for the Sprint Cup Series at his favorite short track. Hermie has a great reputation for being good to his fans, and with a family run business like TRG Motorsports, we are excited to be involved this weekend."

Hermie Sadler, NASCAR racer and SPEED Channel reporter, is no stranger to the tight Martinsville .526-mile layout, often called the paperclip. Sadler has 59 starts in the Sprint Cup Series, nine of those at Martinsville. He has a fourth place finish there in the Nationwide Series in 1993 and a fifth place in the Camping World Truck Series in 1995.

The Emporia, Virginia native is ready to get back behind the wheel at his favorite short track.

"I'm really excited to have Anderson's Maple Syrup on board with us for this weekend," stated Sadler. "They're a family run organization with an all-natural product, and that's the kind of product I can always stand behind. Plus, it tastes pretty darn good! Racing at Martinsville is one of my home tracks here in the state of Virginia. I have been going to races there since I was five years old. I have run late models, Nationwide Series and truck races there. If I had to pick one Sprint Cup race to do, it is going to be Martinsville."

For TRG CEO Kevin Buckler, the opportunity to welcome a new sponsor to NASCAR is a welcome one.

“I’m very happy to have Anderson’s Maple Syrup on board,” stated Buckler. “They’re one of the most family oriented groups we’ve worked with, and that matches our team well. Hopefully Sunday morning breakfast tables across America will be pouring Anderson’s before our race starts. Hermie is a great character and a great ambassador for the sport, we look forward to a strong run together.”

The NASCAR Sprint Cup Series Tums Fast Relief 500 from Martinsville Speedway will be televised live on Sunday, October 24 starting at 1:00 p.m. ET on ESPN. Qualifying will be televised on Friday, October 22 at 3:00 p.m. ET on ESPN2.

About Anderson’s Maple Syrup, Inc.

In 1931, Paul Anderson first shared the distinct taste of Wisconsin’s Northwoods in tins of his delicately sweet maple syrup. Three generations later, the Anderson family carries on its sugarmaking heritage by bottling pure maple syrup from the same sugarbush their grandfather tapped for so many years. A healthy all-natural delicacy, authentic maple syrup is a nutritious, low-calorie alternative to artificial sweeteners and maple-flavored syrups. From its roots in Cumberland, Wisconsin, Anderson’s Maple Syrup can today be found in grocery stores and specialty shops across the country. For more information: www.AndersonsMapleSyrup.com

About TRG Motorsports

TRG Motorsports is based in Mooresville, North Carolina, fielding a NASCAR Sprint Cup Series entry. The Racer’s Group was founded in 1993 and has been competing at the top level of sports car racing. TRG’s Porsche sports car program is run out of the company’s headquarters in Petaluma, California. The team has the most wins of any team in the Grand-Am Rolex Series with 30, including the 2005 and 2006 Rolex Series GT championship trophy to go along with wins in the Rolex 24 Hours at Daytona (three) and the 24 Hours of Le Mans.

Detailed team info can be viewed at www.trgmotorsports.com and www.theracersgroup.com.

For sponsorship information, please contact Donato Bonacquisto or Jason Solomonson at (704) 662-7158.