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ANDERSON'S PURE MAPLE SYRUP TEAMS UP WITH HERMIE SADLER AT MARTINSVILLE

Cumberland, WI (March 28, 2012) Anderson's Pure Maple Syrup will tap into the NASCAR Sprint Cup Series (NSCS) ranks once again when they partner with veteran driver and SPEED analyst, Hermie Sadler when he pilots the No. 33 Chevrolet in the Goody's Fast Relief 500 at Martinsville Speedway.

Known as an all-natural brand, Anderson's Pure Maple Syrup continues their support in the NASCAR ranks as a family owned and operated business that follows the same traditions of production since their beginnings in 1931. As a brand that uses no artificial sweetening, Anderson's has always been a product that is made in the USA and promotes a pure, healthier alternative to other artificial maple flavored syrups.

For Steve Anderson, the third generation grandson to carry on the sugar making heritage, partnering with Sadler for this weekend's event was a natural fit.

"We are very excited to continue our support of Hermie Sadler in the NASCAR Sprint Cup Series," said Steve Anderson of Anderson's Maple Syrup. "As a family owned company in Wisconsin, Sunday's event at Martinsville Speedway is a big stage to showcase our product. Aligning with Sadler for this event at his home track in front of his friends, family and fans is a great opportunity. We wish him and his Richard Childress Racing team the best of luck on Sunday."

Sadler, an Emporia, Virginia native is no stranger to the .526-mile paperclip. The 42-year-old veteran has 23 starts at the famed track including 12 starts in the NSCS. In October 2010, Sadler finished 14th carrying the Anderson's Maple Syrup colors at Martinsville Speedway.

The NASCAR Sprint Cup Series Goody's Fast Relief 500 at Martinsville Speedway will be televised live on Sunday, April 1 at 12:30 p.m. ET on FOX. Qualifying for the sixth event on the 2012 NSCS schedule will be televised live on Saturday at 11:30 a.m. ET on SPEED.

About Anderson's Maple Syrup:

In 1928, Paul Anderson first shared the distinct taste of Wisconsin's Northwoods, delicately sweet pure maple syrup. Three generations later, the Anderson family carries on its sugar making heritage by bottling pure maple syrup from the same sugar bush their grandfather tapped for so many years. A healthy all-natural delicacy, authentic maple syrup is a nutritious and natural alternative to artificial sweeteners and maple-flavored syrups. From its roots in Cumberland, Wisconsin, Anderson's Maple Syrup can today be found in supermarkets and specialty shops across the country.

Follow the Anderson's race team all year long at www.AndersonsMapleSyrupRacing.com and on Facebook

For more information on Anderson's Maple Syrup visit: www.AndersonsMapleSyrup.com

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