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Anderson's Maple Syrup Pours it on TRG at Homestead Finale

Mooresville, NC, (November 19, 2010) - Anderson's Maple Syrup has signed on as the primary sponsor of the TRG Motorsports No. 71 Anderson's Maple Syrup Chevrolet Impala SS for the NASCAR Sprint Cup Series (NSCS) season finale Ford 400 to be run at Homestead-Miami Speedway on Sunday, November 21.

Northport, New York born Andy Lally will drive the maple sweetened Chevy this weekend. Lally is making his seventh NASCAR Sprint Cup start of the season with the team.

"It is great that Anderson's came on board for the last race of the season," Lally said. "With winter closing in and everyone craving pancakes and waffles to start the morning I think it is a perfect fit. I hope that sweetness will trickle on to our performance on Sunday."

Steve Anderson, president, of Cumberland, Wisconsin's Anderson's Maple Syrup likes the prospects of being a part of NASCAR's championship weekend.

"We have been with TRG Motorsports for the last five races and we took the opportunity to be featured on the car for the last race at Homestead," Anderson said. "It is very timely for us as we are heading into the holiday season and families are getting together to celebrate and that means having Anderson's on the breakfast table. With the NASCAR championship coming down to the last race, and probably last lap, the awareness for the sport is at a high right now and we can take advantage of that by being the primary sponsor on the No. 71."

Team owner, Kevin Buckler, is happy to have Anderson's Maple Syrup continue their program with the team.

"We have a great relationship with everyone at Anderson's Maple Syrup," Buckler said. "It is fitting that we close-out the season with them as the primary sponsor on the car. Steve Anderson and his group understand the marketing power of motorsports and with the Chase for the Championship the closest ever, there will be a lot of eyes on the race this weekend."

The NSCS Ford 400 from Homestead-Miami Speedway will be televised live on ESPN starting at 1:00 p.m. ET on Sunday, November 21. Qualifying will be carried live on ESPN2 starting at 3:00 p.m. on Friday, November 19. Additional coverage can be heard on affiliate MRN stations and XM Satellite radio 128.

For over 80 years, Anderson's Maple Syrup has provided Midwestern grocery stores, bakeries, butcher shops, and specialty shops with quality maple syrup. Founded by Paul Anderson in the 1930s and later succeeded by his son Norman as president, the company is currently run by Steve Anderson, the third-generation to carry the family tradition. As a brand that uses zero artificial sweetening, Anderson's has always been a product that promotes a healthier alternative to many brands. To learn more or place orders please visit www.andersonsmaplesyrup.com.

TRG would also like to welcome the Lipman Family Farms (LFC) to the No. 71 this weekend. The Lipman Family Company is a third generation, vertically integrated supplier with breeding, farming, packing and sales operations. Their strengths include their geographic diversity of growing & packing operations, research and development facilities, and fresh cut plants throughout the United States & Mexico. LFC and its companies offer a full line of tomatoes and seasonal vegetable products.

TRG also appreciates the support from TaxSlayer.com, Savory Thymes and Adobe Road Winery.

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.

For more information please contact Kyle Chura at (248) 821-0468 or chura@aol.com. Detailed team info can be viewed at www.trgmotorsports.com and www.theracersgroup.com.

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