

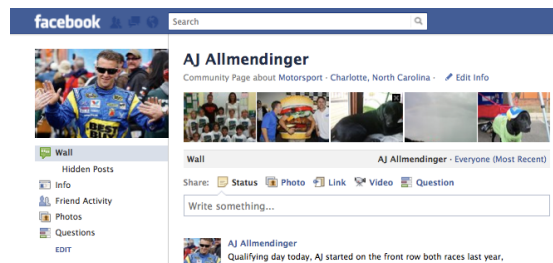


AJ ALLMENDINGER
Walldinger Racing, Inc.

AJ Allmendinger Facebook Page Launches with Ford Champions Weekend Contest

November 12, 2011 (Charlotte, NC)-- AJ Allmendinger fans have a new way to keep up on all things “Dinger” as his Facebook page (www.facebook.com/ajallmendinger) has now gone live.

The site, which will be a destination location on the web and provide fans of the Ford Racing driver an interactive source of news, videos, and contests on a recurring basis, was developed in conjunction with Serendipity Interactive (<http://serendipityinteractive.com>).



The site has gone live after a rapid development cycle, and will host the first-ever AJ Allmendinger Facebook give-away this week thanks to Ford. Two lucky fans will win the full sweep of tickets for the NASCAR season-finale Ford Champions weekend.

Fans can enter to win by “Like”-ing Allmendinger’s Facebook page. The winner will receive tickets for themselves and one guest to every race of the Ford Championship weekend at Homestead Miami Speedway.

For the winners, the weekend starts off with two tickets to the Ford 200 on Friday night for the NASCAR Camping World Series finale, then again on Saturday for the Ford 300 and the NASCAR Nationwide Series finale, and then one final race of the year with two tickets to the Ford 400 on Sunday. The two winners and their guests will also get the chance to take in some pre-race hospitality courtesy of Ford.

But before they hit the track, the winners will also get the chance to gear up thanks to Best Buy, who will provide \$100 gift cards to each set of winners.

“It’s cool to finally have an official Facebook site,” said Allmendinger, who will target another front row start at Phoenix this weekend. “Having a sponsor like Best Buy helps me keep on the sharp end of technology and it’s always fun to get the chance to interact with fans, even if they are not right there at the track. I’ll admit to being a little hooked on Twitter already, so hopefully this is just as much fun--for me, and for the fans!”

Please see <http://www.ajallmendinger.com/contest-rules.php> for contest rules. Does not include travel or hotel considerations.

About Walldinger Racing, Inc.: Walldinger Racing was formed in 2006 to support AJ Allmendinger’s motorsports career by developing commercial opportunities and partnership programs.

www.ajallmendinger.com