



August 24, 2011

FOR IMMEDIATE RELEASE

New Track Matches Similar Expectations for Frank Kimmel

Cornelius, NC – This weekend the ARCA Racing Series presented by Menards travels to the half mile paved oval of Madison International Speedway right outside of Madison, Wisconsin. The ARCA Racing Series presented by Menards has not competed at this speedway since 1973. This will be the first time that Frank Kimmel has competed at Madison International Speedway, but the prospect of winning for Frank remains identical to all races.

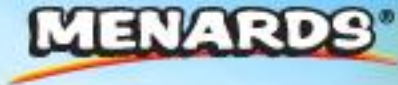
Frank is coming off a tolerable 7th place finish at the Illinois State Fairgrounds last weekend, which moved him back up to 2nd in the Championship Points Standings. Yet, last Sunday the nine-time ARCA Series Champ feels like another win was right outside their grasp and he's hoping the new track scenery this Friday night will prove to be the difference maker.

"We had an Ansell-Menards Ford capable of winning at Springfield but we lost the handling late. The races that you know you can win are always the hardest to the get over but I'm looking forward to this Friday and racing at Madison. Going to new race tracks is always exciting. Plus, it's cool that my sponsor Menards is based in the same state, so I'm sure there will be plenty of Menards employees there to cheer us on," said Frank Kimmel.

Activities for Frank Kimmel begin with two Menards store location visits on Thursday afternoon, August 25th, which will last for an hour-and-a-half. Frank is set to sign autographs, pose for pictures, and even offer a special promotion to store customers. Frank will first appear at the Madison East Menards store starting at 4:00 pm CST (2102 East Springs Drive). Later that day Frank arrives at the Madison West location at 6:30 pm CST (430 Commerce Drive). Store visitors can take advantage of a special promotion at either location, simply by purchasing a pair of Ansell gloves inside the store. Those purchasing Ansell gloves inside Menards will receive a voucher for a free second pair of gloves, personally handed over by Frank Kimmel outside the store.

"This is a really cool promotion that Ansell and Menards are offering. Menards has a style of Ansell glove for any type of job and I'm glad to be a part of offering customers an opportunity to have another pair for free," concluded Frank.

#44 Ansell/Menards Ford Fusion



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Finally on Friday night, Frank Kimmel will try to go to victory lane for the first time at Madison International Speedway in the Herr's Live Life with Flavor! 200. Also, be sure to visit a Menards location to purchase your next pair of Ansell Gloves. More information can be found at www.frankkimmel.com, www.ansellracingus.com, www.menardsracing.com, and www.arcaracing.com.