SIZZLING NEWS: BUBBA BURGER SIGNS ON FOR NASCAR NATIONWIDE SERIES RACE ENTITLEMENT AT RICHMOND INTERNATIONAL RACEWAY

BUBBA burger® Also Named Official Burger of Richmond International Raceway

Richmond, VA (March 17, 2010)—NASCAR Nationwide Series drivers salivate at the thought of winning a race at Richmond International Raceway. On April 30, their mouths will be watering from the thought of the perfect hamburger. America's Premier Short Track announced today that next month's NASCAR Nationwide Series race will officially be titled the BUBBA burger 250. Additionally, BUBBA burger® is now the Official Burger of Richmond International Raceway.

The BUBBA burger® 250 NASCAR Nationwide Series race at Richmond International Raceway on Friday, April 30 will be an old-school, short track shootout "under the lights," featuring all of the full-time Nationwide Series drivers, as well as many NASCAR Sprint Cup Series drivers running double-duty.

"We're so excited to add BUBBA burger® to the NASCAR Nationwide Series entitlement for our Spring NASCAR Doubleheader Weekend," said track president Doug Fritz. "BUBBA burger® is an outstanding company with—as I can attest—really great products. They are a great addition to our exciting opening weekend at Richmond International Raceway."

"BUBBA burger® is proud to partner with Richmond International Raceway to host the NASCAR Nationwide Series race now known as the BUBBA burger® 250 at Richmond International Raceway," said CEO/President of BUBBA burger®, Billy Morris. "The nationally televised BUBBA burger® 250 will help to expand the awareness of what is already the number one-selling branded frozen burger in the United States."

BUBBA burger® features a variety of burgers including: the Original, Reduced Fat, Certified Angus, Sweet Onion, Jalapeno, Minis (our BUBBA sliders) and the brand new Turkey BUBBA burger®. They can be found in your local grocer's freezer section.

The April 30-May 1 NASCAR doubleheader weekend will kick off with a full day of on-track activity at Richmond International Raceway on Friday, April 30, highlighted by the BUBBA burger® 250 NASCAR Nationwide Series race "under the lights." Friday's ticket includes Wawa Pole Qualifying and practice for the NASCAR Sprint Cup Series and pole qualifying and practice for the NASCAR Nationwide Series. Tickets are $40 (reserved) and $30 (general admission). Children 12 and under are admitted free with a ticketed adult in general admission sections on Friday only.

On Saturday, May 1, the NASCAR Sprint Cup Series will have at it for a night of short-track action "under the lights" in the Crown Royal Presents The Heath Calhoun 400 race. Tickets start at $40 and can be purchased by logging on to www.rir.com or calling 866-455-RACE (7223).

About BUBBA burger:
The BUBBA burger® has become America's #1 selling branded frozen burger. The BUBBA burger® is made from 100% USDA Choice Chuck and contains no trimmings, no additives and no added salt. The BUBBA burger® is designed to be cooked frozen. So whether you choose to grill it or cook them in a skillet they are "Simply Delicious." Find them in your local grocer's freezer! And remember, Bubba says, "You'll Never Bite A Burger Better Than A Bubba!" For more information on BUBBA burger® visit our website at www.bubba-burger.com or check out The Official BUBBA burger Fan Page on Facebook®.

About Richmond International Raceway:
Richmond International Raceway, known as America's Premier Short Track, offers great night racing action and a commitment to the fan experience. One of the most popular facilities among drivers and fans in all of motorsports, Richmond International Raceway annually hosts all of its major events, two NASCAR Doubleheader weekends featuring the NASCAR Sprint Cup Series and NASCAR Nationwide

Series, under the lights on a ¾-mile D-Shaped oval. The unique layout traditionally produces exciting side-by-side racing, yet drivers reach high enough speeds for a superspeedway feel. Combined with first-class amenities and a focus on the fans, guests at Richmond International Raceway can expect to experience what “Racing Perfection” truly is. For tickets to events at Richmond International Raceway, call 866-455-RACE or visit www.rir.com online.

-30-