

For Immediate Release:

KENNY WALLACE AND THE TURKEY BUBBA burger® COMBINE FORCES FOR THE BUBBA burger 250

Wallace will kick off the grilling season by driving the No. 28 Turkey Bubba burger® Chevrolet in the Bubba burger 250 at Richmond International Raceway on April 30th, 2010.

Monroe, NC (April 23, 2010) – Kenny Wallace and the Turkey Bubba Burger® will combine forces to "kick off the grilling season" in the Bubba Burger 250 NASCAR Nationwide Series event at Richmond International Raceway next Friday night. Wallace will be driving the No. 28 Turkey Bubba Burger® Chevrolet for Jay Robinson Racing in the event.

"I want to thank Bubba Burger® and their great tasting Turkey Bubba Burger® for supporting our racing program," said Wallace. "It is an honor for me and my team to have the sponsor of the race as our team sponsor!" "I have three wins at Richmond, and I'd love to get my fourth Richmond win for Turkey Bubba Burgers® and our team Friday night," added Wallace.

"Bubba Burger® is excited to feed our need for speed by teaming the Turkey BUBBA burger® with Kenny Wallace and the Jay Robinson Racing team," says Jamie Sakin, Marketing Coordinator for BUBBA Foods. "The prospect of Kenny continuing his success at Richmond International Raceway in the Turkey BUBBA burger® No. 28 Chevy truly is 'Racing Perfection'."

You can follow Kenny Wallace and the Turkey Bubba Burger® No. 28 Chevrolet all weekend long on Kenny's Facebook and Twitter pages. You can find information about BUBBA burger and their new Turkey BUBBA

burger by visiting The Official BUBBA burger Fan Page on Facebook or bubbafoods.com!

About Turkey Bubba Burgers:
The Turkey BUBBA burgers® are made of 100% All Natural White Turkey and have the classic BUBBA burger® shape. Like all BUBBA burgers our new Turkey BUBBA burger® is frozen to seal in freshness and maintain quality. The new Turkey BUBBA burger® provides for exceptional convenience that all BUBBA burger® fans expect and take approximately 12-16 minutes to cook, right from the freezer. The Turkey BUBBA burgers® are 4oz. burgers with 160 calories each, 5 grams of fat and lower sodium. The Turkey BUBBA burger® has American Heart Association® certification that the product meets it's standards for its low saturated fat content and low cholesterol, providing a healthy choice for those desiring a great BUBBA burger® taste. Package sizes available are a 2 pound box with 8 burgers and a 4 pound box containing 16 burgers with a suggested retail price falling directly in line with other BUBBA burger® products.

About the Bubba Burger 250:
The Bubba Burger 250 NASCAR Nationwide Series race at Richmond International Raceway will be televised live on ESPN2 beginning at 7:00pm ET on Friday night, April 30th. Radio coverage will be provided by MRN and Sirius XM Satellite Radio.