

Mooresville, NC (November 10, 2010) – Initially scheduled to appear as the primary sponsor of the #13 Germain Racing NASCAR Sprint Cup Series entry for 18 races during the 2010 season, GEICO's excitement has grown. After Talladega, the insurance giant decided to add the Texas Sprint Cup Series race and then, after the checkered flag was displayed in Fort Worth last weekend, they began contemplating the balance of the season.

Late yesterday, GEICO called the offices of Germain Racing and announced that they would be picking up primary sponsorship of Casey Mears and the #13 GEICO Camry for the remaining two Sprint Cup Series races, at Phoenix and Homestead. GEICO will also appear as a major associate sponsor on the #30 Toyota Tundra of Todd Bodine, who currently has a firm grasp on the NASCAR Camping World Truck Series points lead.

When NASCAR arrives in Homestead for NASCAR's season finale, the GEICO Gecko will boast a full schedule. With today's announcement, GEICO will find themselves on three entries when race activities get underway on the Germain family's home turf in south Florida.

Aside from the entries of Mears and Bodine, the charming and exciting 'Mad' Max Papis will join his teammates, as he pilots the #9 GEICO Toyota Tundra in his final Truck Series race of the season before embarking on a full-time Truck Series schedule in 2011.

After GEICO announced their sponsorship of the #13 Toyota Camry for Phoenix and Homestead, Mears' face softened and a smile emerged.

“This is great news and I think it says a lot about GEICO’s faith and belief in what we’re doing here; where we started, where we are and where we’re going,” Mears said. “We’re deeply appreciative of GEICO’s continued support.

It’s been fun to get out there and be competitive every week.

Even in Texas where we had a really tough day, maybe the toughest day we’ve had, we were still able to work hard, stay focused and escape the place with a 26th place finish.”

He continued, “We have a great team of guys here and the Germain family has great belief in what we’re doing, so the atmosphere around the shop is very exciting.”

Mears and the #13 GEICO Toyota Camry will hit the 1-mile tri-oval of Phoenix International Raceway for the opening practice session at 2:00 PM (ET) on Friday, November 12th. Qualifying will follow at 5:45 PM (ET).

The Kobalt Tools 500 NASCAR Sprint Cup Series race is on Sunday, November 14th, and it will be televised live on ESPN beginning at 3:00 PM (ET). The Motor Racing Network (MRN) will carry the live radio broadcast.

To learn more about the GEICO Racing program, please visit: www.geicogarage.com

You can also follow GEICO Racing on Twitter: www.twitter.com/geicoracing

Please visit the Casey Mears Facebook fan page: www.facebook.com/casemearsracing

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