

Mears Racing for Florida-based Hard Rock Vodka in 2011 Season Finale at Homestead-Miami Speedway

- Mears led more laps at Homestead-Miami Speedway than any other Sprint Cup Series track
- Joined Germain Racing last August and pilots the No. 13 Camry
- Crew chief Bootie Barker calls shots for Mears

Mooresville, N.C. (November 15, 2011) - Germain Racing is closing out the 2011 NASCAR Sprint Cup Series season by premiering a fresh sponsorship relationship. Driver Casey Mears will pilot the No. 13 Hard Rock Vodka Camry at Homestead-Miami Speedway in the season finale on Sunday, November 20th. This will be the first time the No. 13 Camry has raced in colors other than those of long-time primary sponsor GEICO.

“Obviously it’s very exciting to have a sponsor like Hard Rock Vodka come on board our No. 13 Camry for the Homestead-Miami Speedway race. GEICO remains our primary sponsor for 2012 but we’d certainly like to see the Hard Rock Vodka Camry race again for a number of the open weekends on next season’s schedule,” explained Mears, who has competed in eight Sprint Cup Series events at Homestead. “This team has built a lot of momentum in the last few weeks and we hope to carry that into Homestead for a great weekend with the Hard Rock Vodka Camry.”

Crew chief Bootie Barker has prepared chassis 702 for Mears for Homestead competition. The Florida race will be the second event for the fresh Camry chassis.

“This race car is new to our fleet. We ran it at Texas and liked the characteristics we saw. It is a different chassis design than we’ve had in the past and it is truly a joint effort between Michael Waltrip Racing and Germain Racing that went into the build of this race car,” said Barker.

Hard Rock Vodka, launched this summer by Ultimate Beverages of Boca Raton, FL, is a new sponsor in the NASCAR ranks. O.B. Osceola, co-founder, explains that the NASCAR fan base really is the perfect audience for Hard Rock Vodka.

“Hard Rock Vodka has been enjoying a great launch this year. In setting up the product at retail partners such as ABC, Crown, Discount Liquors and several others, what we’ve come to realize is that Hard Rock Vodka is a perfect fit for marketing to the NASCAR fan base. The product is based out of Florida, so putting Hard Rock Vodka on Germain Racing’s No. 13 Camry at Homestead-Miami Speedway was a great opportunity to showcase the brand this season,” explained Osceola, who also encourages fans to enjoy Hard Rock Vodka responsibly.

Hard Rock Vodka...Splashed with Rock ‘n’ Roll: Hard Rock Vodka is a premium, world class vodka imported from England. The vodka is distilled from the highest quality grain and filtered six times for exceptional smoothness and taste. Hard Rock Vodka image:  
[http://piersongrant.com/images/hrv\\_1.75liter\\_front.jpg](http://piersongrant.com/images/hrv_1.75liter_front.jpg)

Learn more about Hard Rock Vodka on [Facebook.com/hardrockvodka](https://www.facebook.com/hardrockvodka) or follow the brand on [Twitter.com/HardRockVodka](https://twitter.com/HardRockVodka)

About Ultimate Beverages: Ultimate Beverages, headquartered in Boca Raton, Fla., was founded in 2009 to manufacture, produce, promote, and distribute vodka and other spirits. Ultimate Beverages is fully integrated to evolve and redefine the Premium Spirits industry with its revolutionary approach and quality products.

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To learn more about the GEICO Racing program, please visit: [www.geicogarage.com](http://www.geicogarage.com) You can also follow GEICO Racing on Twitter: [www.twitter.com/geicoracing](http://www.twitter.com/geicoracing)

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