

FOR IMMEDIATE RELEASE

MEARS ADDS B'LASTER CORP. AS ASSOCIATE SPONSOR FOR DAYTONA 500

Daytona Beach, FL (February 22, 2012) – Just three days removed from recording a top five qualifying effort, Casey Mears and Germain Racing announced a new sponsor, B'laster Corp., one of the world's leading retail automotive manufacturing companies. B'laster Corp. will join the team as an associate sponsor for the 2012 Daytona 500 on the #13 GEICO Ford Fusion.

For over 50 years, B'laster has manufactured penetrants, lubricants, rust inhibitors and a full line of specialty, highly concentrated formulas for the automotive, industrial and hardware industries. Their motto of 'Nothing moves faster than Blaster' will integrate well into the Germain Racing program with its newfound horsepower and speed.

Casey Mears, one of the biggest names in auto racing, is excited to team with B'laster, a leader in its own field.

"This is great news and I'm really looking forward to having B'laster Corp. with us in Daytona," Mears said. "B'laster is known for being the best and it's hard to find a mechanic or handyman who's not familiar with their products. We have such a great partner in GEICO and it's nice to have great associate sponsors like B'laster that further support our effort.

Our 2012 season is off to a great start and I'm glad B'laster has jumped on board and is helping to keep the momentum going."

The racing gods seem to be smiling down upon Mears and the Germain Racing team, who just a month ago announced a sponsorship extension through 2014 with longtime partner GEICO. While last year's Duel 150's delivered a devastating blow to Mears when his engine expired within the first few laps of the race, not all of his 2011 memories of Daytona are bad.

On July 2, 2011, Mears charged to the front of the NASCAR Sprint Cup Series field and found himself as the race leader of the Coke Zero 400 on two different occasions.

B'laster Corp. will get to enjoy the spotlight with Mears when he rolls off from the outside pole (second) in Thursday's Gatorade Duel #2. They will also take comfort in the fact that the #13 GEICO Ford Fusion has a guaranteed starting spot in the 2012 Daytona 500.

The NASCAR Sprint Cup Series' Gatorade Duel 150's will be live on SPEED starting at 1 PM (ET) on Thursday, February 23rd, with the Motor Racing Network (MRN) carrying live radio coverage.

The Daytona 500 will be televised live on FOX beginning at noon (ET) on Sunday, February 26th, and the Motor Racing Network (MRN) will once again carry the live radio broadcast.

About The B'laster Corporation: B'laster Corp. is a leader in retail automotive products manufacturing and has a decades-long history of providing chemical solutions to tough maintenance problems. From a bolt that's too rusty to turn, to a trailer door that squeaks when it moves, B'laster Corp. has a product that can help. For over 50 years, the family-owned company remains a leader in the industry and continues to introduce new, innovative products to the market. To learn more about B'laster, please visit:

www.blastercorporation.com

Please visit the B'laster Corp. Facebook fan page: www.facebook.com/BlasterCorp

You can also visit the Casey Mears Facebook fan page: www.facebook.com/casemearsracing

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