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For Immediate Release

Beef 'O' Brady's Announces Winners from Penske Racing Competition

Franchise Locations Win Tickets, Signed Car Hoods and Name on No. 2 Dodge Driven by Kurt Busch

Tampa, FL (November 3, 2009) – Beef 'O' Brady's, a 263-unit restaurant franchise known for its savory chicken wings and the bonds they create with communities across the country, has announced the winners from their 2009 NASCAR competition with Penske Racing and the No. 2 Miller Lite Dodge driven by 2004 NASCAR Sprint Cup Series Champion Kurt Busch.

Beef 'O' Brady's has been an associate sponsor with the No. 2 car since the Coke Zero 400 race on July 4, 2009. Beef's franchise locations across the country challenged each other in a sales competition for an eight-week period this summer for the right to have their hometown Beef's name displayed on Busch's Miller Lite car during the Ford 400 race in Homestead, FL on Sunday, November 22, 2009. The winner has been identified as Dwayne and Star Fisel of Andalusia, AL. Four runner-up winners will also receive a hood from the No. 2 car signed by Busch to display in their restaurants.

"Partnering with a winning team in Penske Racing and a tremendously popular and successful driver like Kurt in a sport with millions of fans has been extremely beneficial for our restaurants," said Nick Vojnovic, President of Beef 'O' Brady's. "NASCAR has some of the most loyal fans of any sport in the country and we are always looking to provide new and unique opportunities for our franchise owners and customers."

In addition, four lucky customers who ate at Beef 'O' Brady's this summer, and entered a raffle, were selected as winners of special prize packs. The winners will receive two tickets to the Ford 400 race, two nights of accommodations, a garage tour meet-and-greet with Penske Racing NASCAR drivers and crew members, as well as a special gift bag.

"We have been proud to have Beef 'O' Brady's as a valued sponsor with Penske Racing and the No. 2 Miller Lite team," said Tim Cindric, President of Penske Racing. "Exciting sports and great food go hand-in-hand and Beef 'O' Brady's has been a natural fit for the family-friendly world of NASCAR racing."

About Beef 'O' Brady's

Beef 'O' Brady's is a fast-growing national chain of family sports pubs that achieves its success by building relationships with the local schools, youth sports leagues, and other community organizations in each and every Beef 'O' Brady's neighborhood market. The "kid appeal" of this unique concept is reinforced by a very moderately priced kids menu and video games. Ironically, despite what the name implies, Beef 'O' Brady's is actually best known for its Buffalo-style chicken wings. Beef 'O' Brady's has more than 265 open restaurants throughout the Southeast and the Midwest. Visit www.beefobradys.com for more information.

About Penske Racing

Penske Racing is one of the most successful teams in the history of professional sports. Competing in a variety of disciplines, cars owned and prepared by Penske Racing have produced over 300 major race wins, over 350 poles and 22 National Championships. Penske Racing competes in the NASCAR Cup Series with 2004 Cup Series champion Kurt Busch and the No. 2 Miller Lite Dodge, former three-time IndyCar Series champion Sam Hornish Jr. in the No. 77 Mobil 1 Dodge and rising star and 2009 race winner Brad Keselowski and the No. 12 Penske Dodge. For more information about Penske Racing, please visit www.penskeracing.com.

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