



SAM BASS AND TEXAS MOTOR SPEEDWAY  
TEAM UP FOR SPECIAL POSTER PROMOTION

Concord, N.C. (March 30, 2009) - Renowned motorsports artist Sam Bass has teamed with Texas Motor Speedway for a special offering that's sure to be a hit with NASCAR enthusiasts attending races next weekend at the 1.5-mile track.

On Friday, April 3, fans that purchase at least \$25 worth of tickets at the TMS Ticket Office or merchandise at the Speedway World Gift Shop will receive a free poster (while supplies last) featuring the artwork that Bass designed for the cover of the 2009 Samsung 500 souvenir program. The artist will be on hand to sign autographs from 9 a.m. - noon CDT.

"We enjoy Sam's creative artwork on the program covers and we appreciate him sharing it with our fans," said Texas Motor Speedway President Eddie Gossage. "It's sure to be a collectible."

Bass and TMS have enjoyed a relationship that pre-dates the groundbreaking for the immaculate facility 13 years ago. He has designed much of the track's promotional material and has created the artwork for every single souvenir program beginning with the inaugural NASCAR Sprint Cup Series race at the speedway in 1997. Defending Samsung 500 winner Carl Edwards is the focal point of the latest program cover, which also showcases

the cars of perennial Texas frontrunners Dale Earnhardt, Jr., Jeff Gordon, and Tony Stewart.

This marks only the fourth time since 1997 that the illustration used on a TMS program cover has been released to the public as a fine art poster.

"I am so very proud to have been the Texas Motor Speedway official program cover artist since the beginning of the track's history," said Bass, the first artist officially licensed by NASCAR. "This, my 37th consecutive cover artwork for TMS, is one of my all-time favorites. I look forward to signing the posters of it and meeting all the great race fans in Texas at the gift shop!"

For nearly three decades, Bass has chronicled the sport of NASCAR through his brilliantly composed artworks. He has also designed the paint jobs for many of the sport's most recognizable rides, such as the groundbreaking Jeff Gordon "Rainbow Warrior" car and every DuPont color scheme since - including the popular new "Firestorm" edition. Other creations have included a trio of racers featuring the legendary rock band KISS (driven by Kevin Harvick, Ron Hornaday Jr. and Matt Crafton) that competed during the 2004 Chevy Rock n' Roll 400 weekend at Richmond. Of course, the artist's talents as a designer aren't limited to paint schemes. He also created the popular TMS mascot, Sparky.

Bass practices his craft from a studio inside his spacious gallery, which is located a short distance from Lowe's Motor Speedway at 6104 Performance Drive SW in Concord, N. C. For more information, visit the Sam Bass Gallery online at [www.sambass.com](http://www.sambass.com).

#### CATCH HIM ON THE AIRWAVES

Sam Bass will be a guest on the Performance Racing Network's Fast Talk radio show Monday night, March 30 at 7 p.m. Be sure to tune into your local PRN affiliate to hear the artist discuss the latest news from Sam Bass Gallery.

Fast Talk is heard on more than 200 radio stations around the country.

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