



Kyle Petty Joins Staff of *Richard Petty's Driver Search*

(Concord, NC) March 30, 2010 – One of the most recognizable and popular figures in NASCAR history has joined the team of instructors for *Richard Petty's Driver Search*.

Kyle Petty, a veteran of nearly 30 seasons in the NASCAR Sprint Cup series, will provide insight and guidance in the areas of sponsor representation and media management to the 12 participants at the training camp and competition, scheduled to take place April 26th – April 29th.

Throughout his career, Petty represented major brands like Coca-Cola, Wells Fargo Bank, Hot Wheels, Georgia-Pacific and Marathon Oil; appearing in dozens of advertising campaigns and making thousands of public appearances. He is a widely sought after public speaker, as well, and is among the few athletes to serve on the distinguished Washington Speaker's Bureau.

And though he stepped out of the race car at the end of the 2008 season, Petty is no less visible to NASCAR fans who still see him every week as a broadcaster on the SPEED channel.

"These 12 racers are in for a real treat," said Mike Bartelli, Chief Marketing Officer of Petty Holdings, the organizers of the program. "When it comes to keeping a marketing partner happy, engaging the media or endearing yourself to a fan base, Kyle Petty is simply in a league of his own."

Petty is the third racer of renown to join the staff of instructors for *Richard Petty's Driver Search*, following Marcos Ambrose and Randy LaJoie.

Richard Petty's Driver Search is a training camp and competition for aspiring race car drivers looking for an opportunity to advance their careers. For complete information, visit

www.pettydriversearch.com.

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About Petty Holdings:

Headquartered in Concord, N.C, Petty Holdings, LLC owns and operates Richard Petty Driving Experience; the worldwide leader in NASCAR-style stock car drive and ride entertainment, as well as other Petty and Richard Petty branded and licensed ventures.