

The logo for Stewart-Haas Racing, featuring the name "Stewart-Haas" in a stylized font above the word "Racing" in a smaller font, all enclosed in a blue and white oval shape.

#### **For Immediate Release**

Contact Mike Arning  
True Speed Communication on behalf of Stewart-Haas Racing  
(704) 875-3388 or [Mike.Arning@TrueSpeedCommunication.com](mailto:Mike.Arning@TrueSpeedCommunication.com)  
[www.TrueSpeedCommunication.com](http://www.TrueSpeedCommunication.com)

Pat Summers  
Ruiz Foods/Tornados  
(559) 285-1100 or [pas@smgroupinc.com](mailto:pas@smgroupinc.com)

## **Tornados Joins Stewart-Haas Racing**

### ***Frozen Food Brand to Sponsor Newman and Serve as Associate Sponsor with Stewart***

AVONDALE, Ariz., (Nov. 14, 2009) – With five wins, two poles and both its cars in the Chase for the Championship, Stewart-Haas Racing has certainly performed on the racetrack in its inaugural year of operation. The performance has extended beyond the track as well, with the two-car NASCAR Sprint Cup Series team having announced a two-year partnership with Tornados, a brand of Dinuba, Calif.-based Ruiz Foods, in a press conference Saturday at Phoenix International Raceway.

Tornados, the bold taste of savory meats, real cheeses and zesty sauces rolled in a crispy seasoned crust, will adorn Ryan Newman's No. 39 Chevrolet Impala as a primary sponsor for five Sprint Cup races beginning in 2010, and when not serving as a primary, will take associate sponsor status on the car's lower-rear quarterpanel. Teammate Tony Stewart will also carry Tornados on a portion of the lower-rear quarterpanel of his No. 14 Office Depot/Old Spice Chevrolet Impala. The agreement extends through the 2011 season, where Tornados will again be the primary sponsor of Newman and the No. 39 team for five Sprint Cup races.

"We're very proud to partner with Tornados for the next two years," said Stewart, who in his first year as a driver/owner has notched five wins for Stewart-Haas Racing, including the non-point NASCAR Sprint All-Star Race in May. "They're new to the sport and we aim to make their entry into NASCAR a positive one that will grow their business, and ultimately, grow their involvement within the sport and Stewart-Haas Racing."

"NASCAR is the ideal platform for our Tornados brand to extend its reach to the consumer," said Bryce Ruiz, president and CEO of Ruiz Foods. "Tornados have been available on roller grills in convenience stores for more than five years, but now they can also be found in the frozen food section of grocery stores nationwide. Perfect for families who enjoy the convenience of a hot, ready-to-eat meal solution that tastes great, Tornados offer value and quality ingredients that are easily prepared in the oven or microwave."

The No. 39 Tornados Chevrolet will debut in March at Atlanta Motor Speedway and will return in April at Phoenix International Raceway, in July at Daytona (Fla.) International Speedway, in August at Michigan International Speedway in Brooklyn before culminating its season run as Newman's primary sponsor with an October visit to Martinsville (Va.) Speedway.

"Bold Is How We Roll" is the tagline for Tornados, and the venues where the brand will be featured on Newman's No. 39 machine will augment that slogan nicely. Newman has a total of three wins and 15 poles at the five venues where Tornados will serve as his primary sponsor (Atlanta – seven poles; Phoenix – four poles; Daytona – one win; Michigan – two wins, one pole; Martinsville – three poles).

"In this sport, we're always on the go, whether we're at home or at the track," said Newman, winner of the 50<sup>th</sup> running of the Daytona 500 in 2008. "Tornados is an ideal partner for us because a lot of times we have to eat quick, especially at the track. Now, we don't have to sacrifice taste for speed. They're a welcome addition to Stewart-Haas Racing and we look forward to many successful years with them."

Tornados offer variety and convenience, contain zero grams trans fat, and are available in a wide variety of innovative flavors that are perfect for breakfast, lunch, dinner, a snack or desert.

Photos from Saturday's Tornados/Stewart-Haas Racing announcement are now available to the media online through Getty Images. Media will not be charged an editorial usage fee for images from the event. To view and download materials, please register at [www.image.net](http://www.image.net) and select "SPORTS" in the "Subjects You Cover" section."

-more-

**About Ruiz Foods:**

Ruiz Foods is a privately owned corporation with corporate offices in Dinuba, Calif. Third-generation Kim Ruiz Beck, the elder daughter of Co-Founder and Chairman Emeritus, Fred Ruiz, is chairman. Bryce Ruiz, the elder son, is president and CEO.

Ruiz Foods is dedicated to premium quality, authentically prepared frozen foods selling to all channels of distribution: retail, convenience store, clubs, vending, industrial and foodservice. The Tornado brand, introduced just five years ago, has revolutionized the use of the roller grill in convenience stores and is also available in retail grocery stores nationwide. The El Monterey® brand is the market leader within the frozen Mexican food category and the No. 1 brand of frozen Mexican food in the U.S. Ruiz Foods employs over 2,500 Team Members in three facilities located in the U.S. For more information regarding Ruiz Foods, please visit [www.ElMonterey.com](http://www.ElMonterey.com). For more information about Tornados, please visit [www.MyTornados.com](http://www.MyTornados.com).

**About Stewart-Haas Racing:**

Stewart-Haas Racing is the NASCAR Sprint Cup Series team co-owned by two-time Sprint Cup champion Tony Stewart and Haas Automation, the largest CNC machine tool builder in the western world. The team fields two entries in the elite Sprint Cup Series – the No. 14 Office Depot/Old Spice Chevrolet Impala SS for Stewart and the No. 39 U.S. Army/Haas Automation Chevrolet Impala SS for 2008 Daytona 500 winner Ryan Newman. Based in Kannapolis, N.C., Stewart-Haas Racing operates out of a 140,000-square-foot facility with more than 150 employees. For more information, please visit [www.StewartHaasRacing.com](http://www.StewartHaasRacing.com).

**-SHR-**