



**Kevin Harvick Inc. Introduces Wisk® Laundry Detergent to Sponsorship Family
Four-Time Champion Ron Hornaday to Showcase Wisk® Colors at Kentucky Speedway**

Kernersville, N.C. (June 21, 2011) – Kevin Harvick Inc. (KHI) proudly announces Wisk® Laundry Detergent will be on board the No. 33 Chevrolet Silverado for the Kentucky 225 at Kentucky Speedway on July 7. Four-time NASCAR Camping World Truck Series champion Ron Hornaday will wheel the Wisk® Laundry Detergent Chevrolet during the Thursday night showdown. The Kentucky race will mark Wisk's second venture into the NASCAR industry as primary sponsor, but their first in the Truck Series.

Wisk®, the ultimate stain fighter and first liquid laundry detergent launched fifty-five years ago in 1956. Rejuvenating their brand in 2010, the company is focusing on the Science of Stain Fighting, introducing their new Stain Spectrum™ technology, which is engineered to fight a full range of stains.

"This has been a great season so far here at KHI with the announcement of all of our new partners and, of course, our success on the track," said Hornaday. "We couldn't be happier bringing Wisk® on board here at KHI and into the Truck Series family. I have two victories and two top-10 finishes at Kentucky Speedway, and I'm anticipating going back for a third trip to Victory Lane."

With NASCAR's strong following of fans and supporters, this is a great opportunity to generate additional exposure for our Wisk® brand," said Elisabeth Heick, Manager Shopper Marketing. "Working with KHI has been a tremendous experience and we are very excited to see the No. 33 Wisk® Chevrolet on track in Kentucky. We wish to thank KHI for their devotion to our Kroger Wisk Mid-Atlantic partnership and we look forward to growing our relationship."

About WISK® Laundry Detergent:

From the legendary "Ring Around the Collar™" campaign to the new "Fight Stains with Science™" campaign, Wisk® has been cleaning America's laundry and fighting tough stains for more than 50 years. Its formula, with Stain Spectrum® technology, fights a full range of stains on a molecular level for a powerful clean. Wisk® is available in Deep Clean, High Efficiency, Fresh Boost™, Colorsafe Bleach and Coldwater Power varieties at food, drug, club and mass retailers nationwide, including Target, Walmart and Kroger. Wisk® is manufactured by The Sun Products Corporation. For more information, visit www.wisk.com or www.facebook.com/wisk

Discover the Power of Wisk® at www.Wisk.com and receive your \$1.00 off coupon.

About Kevin Harvick Inc.

Kevin Harvick Inc. (KHI) enters 2011 celebrating 10 years of NASCAR racing. From the start, co-owners Kevin and DeLana Harvick set a goal to become leaders within the industry. With two Truck Series championships to their credit, the organization has built a reputation of integrity and competitiveness within the NASCAR community. KHI is housed in an over 80,000 sq. ft. facility located in Kernersville, N.C. This season, the organization will field three full-time NASCAR Camping World Truck Series teams and two full-time NASCAR Nationwide Series teams, competing for the drivers and owners championships in each series. With a roster comprised of both up-and-coming and veteran championship-caliber drivers, KHI continues to establish itself as one of the top teams in NASCAR competition. For more information about KHI and its teams, please visit www.KevinHarvickInc.com.

###