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With Hornish Jr. on Board, ExxonMobil Revs Its Engine for the 2008 NASCAR Season

Showcasing An Expanded Penske Racing NASCAR Partnership, ExxonMobil is Unveiling an Extensive Marketing Campaign for Mobil 1

FAIRFAX, Va.--(BUSINESS WIRE)--

Anchored by its high-profile sponsorship of Penske Racing's #77 Mobil 1 Dodge driven by Sam Hornish Jr., ExxonMobil is rolling out an impressive multi-faceted marketing and promotional blitz for Mobil 1 during the 2008 NASCAR Sprint Cup Series season.

To demonstrate that Mobil 1 offers ultimate vehicle performance and advanced protection against engine wear for both extreme and everyday driving conditions, ExxonMobil is introducing new TV, radio, print and online advertisements; offering an exciting under-the-cap retail sweepstakes; presenting additional promotions at participating Exxon, Mobil and On the Run locations; and unveiling an interactive NASCAR microsite.

"With Mobil 1 as the Official Motor Oil of NASCAR and our increased involvement with Penske Racing, we are looking forward to leveraging the consumer passion for NASCAR to showcase why Mobil 1 is the world's leading synthetic motor oil," said Jan Crowe, Americas Marketing Manager, ExxonMobil Lubricants & Specialties. "This aggressive marketing initiative reinforces the engine protection and performance that Mobil 1 technology delivers for both NASCAR drivers on the track and race fans traveling to the track."

Themed "Put Some NASCAR in Your Car," the TV, radio, print and online advertisements show that Mobil 1 is designed to withstand both everyday and extreme driving conditions, whether it be a trip to the grocery store, wintertime commutes, or high-speed laps around a NASCAR track. The new print and broadcast spots will run in select NASCAR races and on NASCAR-themed media.

In addition to its high-profile advertising campaign, ExxonMobil is offering a series of promotions for everyday fans to win trips to races and be part of behind-the-scenes NASCAR experiences.

One upcoming promotion, called the "Mobil 1 Extreme Lift Game," will allow one race fan to avoid raceday traffic. The program's grand prize is a personal helicopter ride to and from a NASCAR Sprint Cup Series race, VIP tickets and a private tour of the Penske Racing Shop. NASCAR fans can obtain a game code under each cap of specially-marked quart bottles of Mobil 1 and Mobil 1 Extended Performance.

In addition, with the purchase of any item at participating Exxon, Mobil and On the Run

locations, fans can receive one of four collectible hero cards featuring Sam Hornish Jr., Kurt Busch, Ryan Newman or the Penske Racing Team. A game code on the back of each card offers a chance at ten grand prizes--each of which includes a trip for two to a race and VIP tickets.

Lastly, an interactive Mobil 1 racing microsite, www.mobil1racing.com, will give race fans an up-close look at the Mobil 1 racing team, as well as provide interactive content such as the "Pit My Ride" feature, which allows visitors to customize an everyday car to look like a NASCAR racecar and e-mail an image of their finished car to their friends. The microsite goes live in mid February.

Race-proven Mobil 1, the Official Motor Oil of NASCAR, is used by more than 50 percent of the teams in NASCAR's three circuits. At the end of the 2007 NASCAR season, ExxonMobil announced it was expanding its longstanding relationship with Penske Racing and becoming the primary sponsor for three-time IndyCar Series Champion Sam Hornish Jr. ExxonMobil is already an associate sponsor of Penske Racing's Ryan Newman in the #12 Alltel Dodge and Kurt Busch in the #2 Miller Lite Dodge.

About Mobil 1

The world's leading synthetic motor oil, Mobil 1 features a proprietary SuperSyn anti-wear technology that provides performance beyond conventional motor oils. This technology allows Mobil 1 to exceed the toughest standards of car builders and to provide exceptional protection against engine wear, under normal or even the most extreme conditions. Mobil 1 flows quickly in extreme temperatures to protect critical engine parts and is designed to maximize engine performance and help extend engine life.

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 295 major race wins, 350 poles and 21 National Championships. The team will field three entries in the driven by 2004 NASCAR Cup Champion, Kurt Busch; the No. 12 Alltel Dodge with Ryan Newman at the wheel; and the No. 77 Mobil 1 Dodge with former Indianapolis 500 and three-time IndyCar Series Champion, Sam Hornish, Jr., making his full-season stock car racing debut.

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