

ACE Brand Partners with Roush Fenway Racing to Launch the ACE Brand Personal Pit Crew Sweepstakes

Online Video Series Features Nationwide Sweepstakes Encouraging Race Fans to Share Stories for a Chance to Win Prizes

Today, ACE Brand from 3M Company, in partnership with Roush Fenway Racing launch the ACE Brand Personal Pit Crew Sweepstakes, asking people nationwide, *"if you could have your own personal pit crew help with a project, what would it be?"* Now through Thursday, October 31, 2013, participants are encouraged to enter the sweepstakes by sharing their project ideas on ACEBrand.com/PersonalPitCrew that spotlight how they would use their very own pit crew for a chance to win a series of prizes.

The sweepstakes launch is accompanied by an online, shareable video series featuring the No. 16 3M Racing Team (also known as the Pit Bulls) helping families accomplish everyday household tasks at lightning speed – everything from getting the family out of the house in the morning to cleaning out the garage. The Pit Bulls support driver Greg Biffle – before, during, and after each race – and the ACE Brand Personal Pit Crew Sweepstakes brings these pit crew skills from the race track to the household. Just as the pit crew is on hand and always ready to service their racecar during a pit stop, they will be ready, willing, and able to help the winner of the ACE Brand Personal Pit Crew Sweepstakes accomplish just about any routine task.

"At ACE Brand we are proud to be the official braces and supports of NASCAR – delivering on our promise to help people perform at their best," said Scott Erickson, brand manager, ACE Brand. "Just as Greg Biffle relies on his pit crew to get through every race in top performance, the ACE Brand Personal Pit Crew Sweepstakes gives you the chance to have your very own pit crew help you complete just about any project."

From now through Thursday, October 31, 2013 the ACE Brand Personal Pit Crew Sweepstakes invites race fans nationwide to enter the sweepstakes at ACEBrand.com/PersonalPitCrew. The grand prize winner will receive \$5,000 to go towards their project plus their very own "Personal Pit Crew", consisting of members of the 3M Racing team along with a team of professionals, to do the work - anything from a room make-over or a landscape job to refurbishing a car, and more (up to \$5,000 in total value). Plus three runner-up winners will receive Officially Licensed NASCAR® merchandise packs including an authentic 3M Racing Team shirt worn by a member of the 2013 team and signed by Greg Biffle. The winners will be selected at random and notified in early November.

"When I heard ACE Brand was going to give fans the opportunity to win a personal pit crew, I knew it was going to be big," said Greg Biffle, driver of the No. 16 3M Ford Fusion. "The people at 3M are always coming up with creative ways to bring the NASCAR experience closer to the fans and it doesn't get much closer than getting your own pit crew."

The partnership between 3M and Roush Fenway Racing is longstanding and the No. 16 3M Pit Bulls can be seen on the racetrack during every NASCAR Sprint Cup Series™ race, supporting Greg Biffle. For the drivers and pit crew members who so skillfully keep the racecars going, ACE Brand is committed to providing a complete line of elastic compression bandages, hot and cold therapy products, and braces, and supports to keep the crew ready and active.

To watch the video series, enter the ACE Brand Personal Pit Crew Sweepstakes, and for more information about the sweepstakes and ACE Brand Products, visit www.ACEBrand.com or www.ACEBrand.com/PersonalPitCrew.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs 88,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

About Roush Fenway Racing

Roush Fenway Racing is the winningest team in NASCAR history, fielding multiple teams in the Sprint Cup and Nationwide Series' with championship drivers Carl Edwards, Greg Biffle, Ricky Stenhouse Jr., Trevor Bayne and Travis Pastrana. Having celebrated 25 winning years in 2012, Roush Fenway is the leader in NASCAR marketing solutions, pioneering motorsports' first team-focused TV show and its award-winning marketing campaigns for RickyvsTrevor.com, "25 Winning Years" and Google+. Visit <http://www.RoushFenway.com>, circle on Google+ at +Roush Fenway Racing, become a fan on Facebook and Instagram and follow on Twitter at [@roushfenway](https://twitter.com/roushfenway).

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