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## **RICHMOND INTERNATIONAL RACEWAY AND WONDERFUL PISTACHIOS GET CRACKIN' – AND RACIN' – WITH NASCAR SPRINT CUP SERIES RACE ENTITLEMENT**

*Wonderful Pistachios 400 Marks "One Last Race to Make The Chase"*

Richmond, VA (July 13, 2011)—Wonderful Pistachios, which has been rallying people to Get Crackin' for three years, will now be revving people to Get Racin' as the entitlement sponsor of Richmond International Raceway's September 10 NASCAR Sprint Cup Series race. The Wonderful Pistachios 400 showcases one of the most anticipated racing events of the season, as it marks "One Last Race to Make The Chase."

The multi-year race entitlement signifies Wonderful Pistachios' entrance into the sport of NASCAR, and it couldn't happen at a better time and place. When NASCAR descends upon America's Premier Short Track, some of the best drivers in the world will battle for the final spots in the Chase for the NASCAR Sprint Cup. Wonderful Pistachios will be sold at concessions stands during Richmond's race weekend, as well as at most International Speedway Corporation tracks.

"When NASCAR followers gather around the track or television to cheer on their favorite drivers at Richmond International Raceway, Wonderful Pistachios wants to be the winning snack," said Mark Masten, vice president of sales and marketing, Paramount Farms – the supplier of Wonderful Pistachios. "The Wonderful Pistachios 400 will introduce millions of fans to the lowest-calorie, lowest-fat nut that's fun to eat with friends and fellow fans."

"Our 'One Last Race to Make The Chase' weekend just got even better with the addition of Wonderful Pistachios to the race weekend," said track president Dennis Bickmeier. "The Wonderful Pistachios 400 at Richmond International Raceway will be one of the most exciting and anticipated events of the season and we're happy to have them along for what is sure to be a wild ride."

The Wonderful Pistachios 400 carries significance in relation to the Chase for the NASCAR Sprint Cup. Because it is the final race before The Chase, drivers will be vying for valuable spots in NASCAR's championship. New for 2011, the top 10 drivers in the point standings earn a berth, with two "wild card" spots up for grabs. The "wild card" drivers are the two with the most wins in spots 11-20, meaning there could be a plethora of contenders.

Tickets are on sale now for the Wonderful Pistachios 400 NASCAR Sprint Cup Series race, featuring Jimmie Johnson, Denny Hamlin, Dale Earnhardt Jr., Jeff Gordon, Carl Edwards and all of your favorite drivers battling "under the lights" at Richmond International Raceway on Saturday, September 10. Advance tickets start at \$45 and can be purchased online at [www.rir.com](http://www.rir.com) or by calling 866-455-7223.

The weekend begins on Friday, September 9, with a full day of on-track activity, highlighted by the Virginia 529 College Savings 250 NASCAR Nationwide Series race “under the lights.” Friday’s ticket includes Fas Mart Pole Qualifying and practice for the NASCAR Sprint Cup Series and WRIC-TV8 Pole Qualifying and practice for the NASCAR Nationwide Series. Friday’s tickets start at \$30, with children 12 and younger admitted free with a ticketed adult in general admission sections. For tickets and information, log on to [www.rir.com](http://www.rir.com) or call 866-455-7223.

#### **About Wonderful® Pistachios**

The Wonderful Pistachios brand features upscale, premium packaging and a bold contemporary look, appealing to a sophisticated, health-conscious consumer. Wonderful Pistachios are grown in Lost Hills, California, part of the San Joaquin Valley, the agricultural heartland of California. Grown, processed and packaged by Paramount Farms, Wonderful Pistachios are available at retail outlets and grocery stores nationwide including Albertsons, Giant Eagle, Kroger, Safeway, Vons and Wegmans, and are available in a variety of sizes. For more information about Wonderful Pistachios or the Get Crackin’ campaign, visit [www.wonderfulpistachios.com](http://www.wonderfulpistachios.com), [www.getcrackin.com](http://www.getcrackin.com), [www.facebook.com/wonderfulpistachios](https://www.facebook.com/wonderfulpistachios) and [www.twitter.com/getcrackin](https://www.twitter.com/getcrackin).

#### **About Paramount Farms**

Part of Roll Global LLC, headquartered in Los Angeles, California, Paramount Farms is one of a group of privately owned, affiliated companies that comprise the largest farming operation of tree crops in the world. In addition to pistachios and almonds, Paramount Farms is also the largest producer and exclusive grower of the California Wonderful variety of pomegranates. Sister company, Paramount Citrus, is the largest orange and lemon packing facility in North America, the majority of which come from its own orchards, and the largest grower of Clementine mandarin oranges in the United States.

#### **About Richmond International Raceway:**

Richmond International Raceway, known as America’s Premier Short Track, offers exciting night racing action and a commitment to the fan experience. One of the most popular facilities among drivers and fans in all of motorsports, Richmond International Raceway annually hosts all of its major events—two NASCAR Sprint Cup Series races, two NASCAR Nationwide Series events and one NASCAR K&N Pro Series East race—under the lights on its ¾-mile D-Shaped oval. The unique layout consistently produces the thrill of side-by-side racing, coupled with high enough speeds for a superspeedway feel. Combined with first-class amenities (including the state-of-the-art Video Scoring Tower) and a focus on the fans, guests at Richmond International Raceway can expect to experience what “Racing Perfection” truly is. For tickets to events at Richmond International Raceway, call 866-455-RACE or visit [www.rir.com](http://www.rir.com) online. [Like us on Facebook](#) and [follow us on Twitter @RIRInsider](#).