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IUPUI FULL SPEED AHEAD WITH NEW SARAH FISHER RACING TEAM

Partnership proves two-way street for motorsports, education

Indianapolis, Ind. (May 25, 2011) – As Sarah Fisher Racing (SFR) proudly debuts its new driver Ed Carpenter at the famed 100th Anniversary of the Indianapolis 500, there's another relationship the team is happy to continue developing—namely, a partnership with Indiana University-Purdue University Indianapolis (IUPUI).

"We so appreciate the support IUPUI has shown throughout our team's history," said Sarah Fisher, team owner. "IUPUI has been a loyal sponsor of our team since I started as driver/owner in 2008, and I'm thrilled to have them backing us as Ed takes the wheel this season."

Beyond a traditional sponsorship, this relationship is truly something special.

Once a student herself in the Engineering Dual Degree Program through the Purdue School of Engineering & Technology at IUPUI and Butler University, Fisher has continued to give back to the school by visiting campus to talk with undergraduate students about her experiences in the motorsports industry. And students in IUPUI's Motorsports Engineering Program – the only program in the nation to offer a Bachelor's of Science in Motorsports Engineering – continue to sharpen their engineering skills and motorsports savvy through internships with the team each year.

"It's been great having these students around the shop," affirmed Carpenter. "They've been working right alongside us, putting in some long hours, and have really started to feel like part of the family. It's pretty neat to see what they can do, thanks to the incredible training and preparation they've gone through."

"This is a productive partnership," commented David Russomanno, Dean of the Purdue School of Engineering and Technology at IUPUI. "It's a privilege to support a team that not only excels in the racing business, but that is innovative and reputable off the track as well. Our relationship has developed into an incredible win-win scenario for both groups as we work together to champion the cause of education and further the development of the motorsports industry."

And, as SFR both sharpens and benefits from the enthusiasm and fresh ideas of these students, both IUPUI and SFR are also investing in development driver Kyle O'Gara as he competes full-time in the United States Auto Club (USAC) Mopar Pavement Midget Series for the 2011 racing season.

The IU Schools of Liberal Arts, Physical Education & Tourism Management, Office of Marketing & Communications and the Kelley School of Business have all collaborated with the Purdue School of Engineering and Technology on this sponsorship. The successful collaboration with these schools exemplifies IUPUI's unique cooperative advantage.

About IUPUI:

Created as a partnership between two world-renowned universities and destined to be the state's urban research and academic health sciences campus, IUPUI has rapidly grown in size and stature since it was established in 1969. The partnership between the state's two major public universities – Indiana University and Purdue University – enables IUPUI to bring together a tremendous range of degree programs in 21 schools and academic units for nearly 30,000 students who earn their degrees from Indiana University or Purdue University. Today, IUPUI is the third strong pillar supporting public higher education in Indiana. For more information on IUPUI, go to <http://www.iupui.edu>.

About Motorsports at IUPUI:

Located in the heart of Indianapolis, the "racing capital of the world," IUPUI has much to offer in motorsports, and its programs are producing impressive results and garnering national attention. In 2008, IUPUI became the first university in the United States to offer a bachelor's degree in motorsports engineering, and the university continues to improve and develop programs to encompass various aspects of the sport. From a 4-year Bachelor of Science degree in Motorsports Engineering and a Motorsports Technology Certificate offered by the Purdue School of Engineering and Technology at IUPUI, to a variety of racetrack opportunities and outstanding internship placements, the motorsports programs at IUPUI continue to thrive. For more information about motorsports at IUPUI, visit <http://www.engr.iupui.edu/motorsports>.

About Sarah Fisher Racing (SFR)

Sarah Fisher Racing (SFR) is an auto racing team that competes in the IZOD IndyCar Series, founded by IZOD IndyCar Series veteran racer, Sarah Fisher. Fisher announced plans to become the IZOD IndyCar Series first female owner/driver and the youngest team owner on February 27, 2008, at Homestead-Miami Speedway (HMS). The team competed in three events in 2008, grew 100 percent in 2009 to six races and competed in fifteen total events in 2010, during the team's first season initiating a two-car effort. With backing from Dollar General, SFR has announced plans to run an abbreviated schedule in 2011 competing in ten events, with Ed Carpenter driving the No. 67. For more information, please visit www.sarahfisherracing.com.

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