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## **Music & Memories Highlight All-Star Tribute to Racing Legend Dale Earnhardt June 28th at Daytona**

***Sheryl Crow, Alabama, Brooks & Dunn, Kenny Chesney Headline Inaugural Dale Earnhardt Tribute Concert Benefiting The Dale Earnhardt Foundation Tickets On Sale 3/3/03***

DAYTONA BEACH – February 6, 2003 – Taking the stage at NASCAR'S annual media day at Daytona International Speedway, Teresa Earnhardt today announced the first four confirmed musical artists who will perform at the inaugural Dale Earnhardt Tribute Concert June 28, 2003. The all-star fundraising concert is the first non-racing event to be held at the legendary motor speedway, and will cap a daylong festival honoring the seven-time Winston Cup Champion. The concert, sponsored by Kraft and its Nabisco Biscuit Division, will be the first marquee event of the Dale Earnhardt Legacy Program, which was unveiled in December. It will feature as many as seven headliners including Grammy Award-winning artists Sheryl Crow, Alabama and Brooks & Dunn and double platinum artist Kenny Chesney.

“Dale was a fan of many types of music and over the years we’ve been fortunate to meet some wonderful and talented artists who have become good friends,” said Teresa Earnhardt. “Many of those immediately agreed to get involved with this project. Music was a big part of Dale’s life, so it’s only fitting that we kick off the Dale Earnhardt Foundation in such an uplifting and entertaining way.”

This all-day festival of music and memories – the first to benefit the Dale Earnhardt Foundation – begins at noon when fans will be treated to interactive exhibits from concert sponsors and special guest appearances. The music starts at 3 p.m. and will continue well into the night. Teresa Earnhardt established the Foundation as a means to carry on Dale’s name and good works through the charitable causes he championed during his lifetime. The Foundation is a cornerstone of the Dale Earnhardt Legacy Program.

The Tribute Concert is the first non-racing event to be held at the historic Daytona International Speedway. “Dale Earnhardt was a tribute to the sport of NASCAR and his legacy is undeniable,” said Lesa Kennedy, Executive Vice President, International Speedway Corporation. “His success at Daytona International Speedway is unmatched by any driver and this concert will be a fitting celebration of his accomplishments.”

Tickets for the concert will go on sale March 22nd through all Ticketmaster outlets. However, all Dale Earnhardt fans should mark the date 3/3/03. On March 3rd, all [www.daleearnhardtinc.com](http://www.daleearnhardtinc.com) premium content members, otherwise known as DEInsiders, will get the exclusive opportunity to purchase advance tickets to the Dale Earnhardt Tribute Concert. All concert ticket holders will receive a free ticket to the Kraft/Nabisco Qualifying night on July 2nd at Daytona.

Long time corporate supporter Kraft and its Nabisco brands are sponsoring the Dale Earnhardt Tribute Concert as part of the company's 100th anniversary celebration in 2003. In addition, the company announced that it is donating \$500,000 to the Dale Earnhardt Foundation, marking the Foundation's first large contribution. "We consider it a privilege to lend our support to both the Tribute concert and the Foundation," said Tom Corley, Vice President, South Area Sales for Kraft. "We hope our involvement in the Tribute concert will raise additional awareness for this important cause, along with being a fun event for everyone."

In other news, Teresa Earnhardt and Dale Earnhardt, Jr. announced that Dale Jr. will race a new, custom-painted No. 8 Dale Earnhardt Tribute Concert Chevrolet car in the 300-mile NASCAR Busch Series event at Talladega Superspeedway on April 5, 2003. The special Tribute car was unveiled at the news conference.

"This concert at Daytona is going to rock," said Dale Jr. "When you see this level of performers jumping on board to play just shows how much my Dad meant to them. This is a show he would have loved."

#### **ABOUT THE DALE EARNHARDT FOUNDATION**

The cornerstone of the Dale Earnhardt Legacy Program, the non-profit 501 C-3 Dale Earnhardt Foundation, will carry on Dale's name and good works through charitable causes he supported during his lifetime. These include those in the children's and educational areas, as well as wildlife preservation. Teresa Earnhardt is working with high-level fundraising consultants to determine how to best utilize monies raised across these areas. The Foundation will be funded through individual and corporate donors, as well as fundraising events like the Dale Earnhardt Tribute Concert.

#### **ABOUT DALE EARNHARDT, INC.**

Dale Earnhardt, Inc., headquartered in Mooresville, NC, employs over 200 people and owns three NASCAR Winston Cup racing teams featuring drivers Dale Earnhardt Jr., Michael Waltrip and Steve Park. More information about The Dale Earnhardt Legacy Program can be found at [www.daleearnhardtinc.com](http://www.daleearnhardtinc.com) or by calling 877.334.DALE.

#### **ABOUT KRAFT FOODS**

Kraft Foods markets many of the world's favorite foods in more than 150 countries, including Kraft cheese, Jacobs and Maxwell House coffees, Nabisco cookies and crackers, Philadelphia cream cheese, Oscar Mayer meats, Post cereals and Milka chocolates.

## About The Dale Earnhardt Foundation

Dale Earnhardt was an extremely generous man. He was recognized on countless occasions as someone who always went the extra mile, donating considerable time and money to a variety of public charities and causes. However, he also gave much to the sick and needy in a private manner – most times anonymously. Much has been written and recorded of how grateful Dale was for what he was able to achieve in his career and life, as well as the lifestyle it afforded him. But, to his credit, he never forgot his roots - always looking to “give back.” This behavior made him a true philanthropist and has set the tone for future fundraising efforts in his name.

Prior to his untimely death in February 2001, Dale had looked to establish an official charity in order to focus his philanthropic activities – forming The Earnhardt Family Fund within the Foundation of the Carolinas. In a short period of time, The Earnhardt Family Fund began raising considerable monies. Following his tragic death, the Fund grew dramatically as thousands of fans and admirers donated money in his memory. Following two years of managing those funds in conjunction with the Foundation of the Carolinas, Teresa Earnhardt has decided to form and operate an independent foundation – armed with a handpicked staff and Board of Directors. Although forever grateful to those who made donations to the Foundation for the Carolinas, she wanted to personally build and direct all future Dale Earnhardt oriented philanthropy and has named this charitable organization The Dale Earnhardt Foundation.

Without question, The Dale Earnhardt Foundation will serve as the cornerstone of the Dale Earnhardt Legacy Program. Its mission will clearly involve carrying on Dale’s name and good works through charitable causes he supported during his lifetime. The non-profit 501 C-3 Foundation will support numerous programs - including a variety of children’s causes, educational and scholarship programs, as well as wildlife preservation. Teresa is in the process of finalizing the exact causes and/or charities the Foundation will support, as well as the methodologies for grant distribution.

Finally, The Dale Earnhardt Foundation will be funded through a variety of means. First and foremost, the Foundation will receive funds from individual and corporate donors through annual fundraising drives and major gift donations. Secondly, the Foundation will host a number of fundraising events, such as the Dale Earnhardt Tribute Concert and Dale Earnhardt Day, which are designed to raise money and awareness for the Foundation and its causes. Additionally, the Foundation will raise money through a number of cause-related fundraising programs, such as charity-driven licensing initiatives and the development of other projects.

For more information on The Dale Earnhardt Foundation, fans and supporters can call 877.334.DALE or write to:

The Dale Earnhardt Foundation  
1675 Coddle Creek Highway  
 Mooresville, NC 28115

## About The Dale Earnhardt Tribute Concert

The Dale Earnhardt Tribute Concert is the first marquee event of the recently announced Dale Earnhardt Legacy Program. The concert will bring together some of the music industry's biggest artists for a daylong celebration of music and memories. It is also the first fundraising event to benefit the Dale Earnhardt Foundation established by Teresa Earnhardt to support the causes Dale championed during his life including children, wildlife and educational programs. The Dale Earnhardt Tribute Concert, sponsored by Kraft/Nabisco, will be the first non-racing event ever to be held at the Daytona International Speedway – the “World Center of Racing.”

### Concert Specifics:

**Date:** Saturday, June 28, 2003

**Time:** Gates open at noon  
Music begins at 3 p.m. and continues until midnight

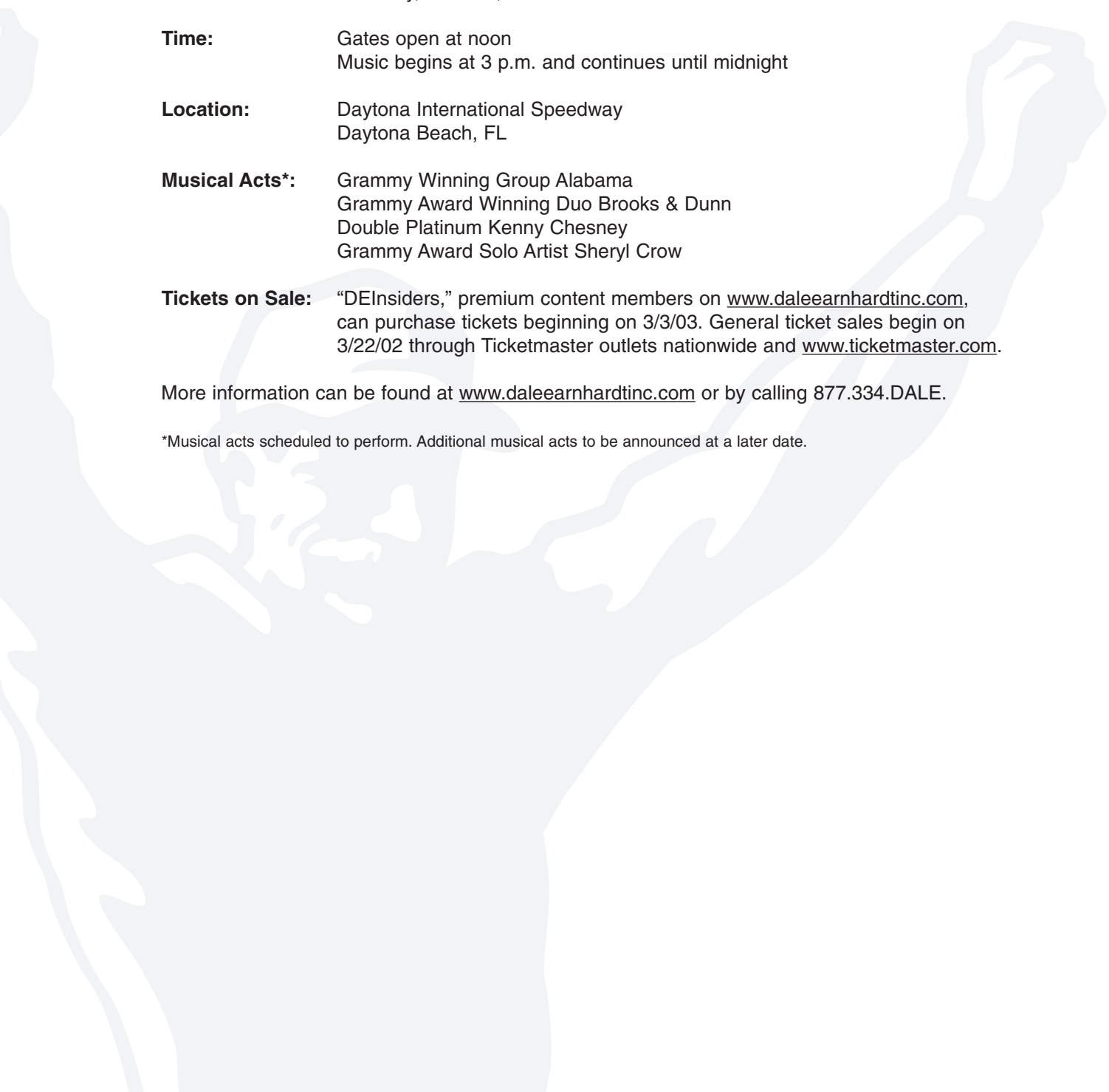
**Location:** Daytona International Speedway  
Daytona Beach, FL

**Musical Acts\*:** Grammy Winning Group Alabama  
Grammy Award Winning Duo Brooks & Dunn  
Double Platinum Kenny Chesney  
Grammy Award Solo Artist Sheryl Crow

**Tickets on Sale:** “DEInsiders,” premium content members on [www.daleearnhardtinc.com](http://www.daleearnhardtinc.com), can purchase tickets beginning on 3/3/03. General ticket sales begin on 3/22/02 through Ticketmaster outlets nationwide and [www.ticketmaster.com](http://www.ticketmaster.com).

More information can be found at [www.daleearnhardtinc.com](http://www.daleearnhardtinc.com) or by calling 877.334.DALE.

\*Musical acts scheduled to perform. Additional musical acts to be announced at a later date.



# Frequently Asked Questions

## About The Dale Earnhardt Legacy Program

### What is the Dale Earnhardt Legacy Program?

Teresa Earnhardt created the Dale Earnhardt Legacy Program to honor and celebrate the life of her late husband, Dale Earnhardt – the seven-time Winston Cup Champion. The Legacy Program will consist of various high profile initiatives and events designed to perpetuate the memory of Dale Earnhardt and the many charitable causes he championed.

### Why the Dale Earnhardt Legacy Program?

Teresa created the Legacy program to recapture and share the precious memories of Dale, but also to show a side of him many may not have witnessed. So many knew and loved Dale, but few were familiar with his off the track interests and passions – such as his commitment to charitable causes, such as children's, wildlife preservation and educational programs.

### What makes up the Dale Earnhardt Legacy Program?

There are four main components of the program:

- The Dale Earnhardt Foundation, the cornerstone of the Legacy Program, will support charitable causes Dale championed during his lifetime, including those that help education, children and wildlife preservation.
- Local and national events are under development to benefit the Foundation including a landmark tribute concert scheduled for June 28th in Daytona.
- Dale Earnhardt Inc.'s first official website, [www.daleearnhardtinc.com](http://www.daleearnhardtinc.com), featuring highlights of Dale's career, information about the Foundation as well as info on DEI and its team of drivers.
- All Dale Earnhardt, Inc. NASCAR Winston Cup teams will sport a new paint schemes on their cars. This paint scheme will include a new striping pattern featuring an "E" effect in honor of Dale.

### How can fans participate in the Dale Earnhardt Legacy Program?

Fans and admirers of Dale Earnhardt can participate in the Legacy Program in a variety of ways. Donating to the Foundation, attending Legacy events or simply signing up as "DEInsiders" to take advantage of special offers and access to premium information on the [www.daleearnhardtinc.com](http://www.daleearnhardtinc.com) web site.

### What specific charities will the Dale Earnhardt Foundation support?

It has been Teresa's goal from the beginning to identify organizations and programs that address areas that Dale supported during his lifetime. These include programs support that children, education and wildlife preservation. She is in the process of finalizing the guidelines that will determine eligibility for funding from the Dale Earnhardt Foundation. Upcoming fundraising events and cause-related marketing efforts are also in the works.

### How will the Foundation be funded?

The Foundation will be funded by individual donors and corporations as well as through the efforts of major fundraising events and cause-related marketing initiatives. Long-time Dale Earnhardt, Inc. sponsor and sponsor of the inaugural Dale Earnhardt Tribute Concert, Kraft/Nabisco, has made an initial donation to the Foundation of \$500,000. In addition, the Dale Earnhardt Foundation will work with the Foundation for the Carolinas, the vehicle through which many individuals and corporations have already donated funds in Dale's memory.

## How can people donate to the Dale Earnhardt Foundation?

Donations to the Dale Earnhardt Foundation can be made by sending a check to the Dale Earnhardt Foundation or by Master Card or Visa. To facilitate such donations please:

- Visit [www.daleearnhardtinc.com](http://www.daleearnhardtinc.com)
- Call 877.334.DALE
- Write to:  
The Dale Earnhardt Foundation  
1675 Coddle Creek Highway  
 Mooresville, NC 28115

## What is the thinking behind the new paint schemes and striping pattern?

As an additional tribute to Dale, the motorsports program at Dale Earnhardt, Inc. has updated the paint schemes and striping patterns of its three NASCAR Winston Cup cars for the first time since the inception of the racing program in 1997. This paint scheme will sport a new striping pattern that creates an “E” effect on the sides of each car in honor of the man who founded and led Dale Earnhardt, Inc.

## **Frequently Asked Questions About The Dale Earnhardt Tribute Concert**

### What is the Dale Earnhardt Tribute Concert? Who is slated to play at the Concert?

Teresa will be hosting a blockbuster concert on June 28, 2003 at the Daytona International Speedway. The daylong festival and celebration of Dale’s life and legacy will feature some of the biggest names in the music industry. To date, Alabama, Brooks & Dunn, Kenny Chesney and Sheryl Crow have agreed to perform. More artists will be announced in the coming months. All net proceeds from ticket sales and event sponsorships of the Tribute Concert will be donated to the Dale Earnhardt Foundation in support of its mission and causes. The concert is the first non-racing event to be held at the historic track.

### How can fans get tickets to the Dale Earnhardt Tribute Concert? How much do tickets cost?

Fans of Dale will be able to get tickets beginning on 3/3/03, a date of significance to all NASCAR fans, by registering as premium DEInsiders™ on [www.daleearnhardtinc.com](http://www.daleearnhardtinc.com). As DEInsiders, fans can purchase tickets before the general public has the opportunity on March 22, 2003 when tickets will be available through all Ticketmaster outlets. Ticket prices vary, please consult the website or Ticketmaster.

### What is the Dale Earnhardt Tribute Concert #8 Car?

The Dale Earnhardt Tribute Concert #8 Car, to be driven by Dale Jr. at Talladega Superspeedway in April, honors the legacy of the racing legend and draws attention to the Tribute Concert, a celebration of Dale’s life and a fundraiser for the Foundation. The new car, part of the Busch racing series, will sport the official Tribute Concert logo.

## How is Dale Earnhardt, Inc. involved with Kraft?

Since its inception, Dale Earnhardt, Inc. has enjoyed a partnership with the Nabisco Biscuit Division of Kraft Foods through a collection of its popular cookie and cracker brands, including: Oreo, Newtons, Nilla Wafers, Nutter Butter cookies and Ritz crackers. The associate sponsorship began with Dale Earnhardt and his legendary black #3 Chevy. When Earnhardt formed his own team, "Team Nabisco" extended its support to the entire DEI stable. In 2003, Kraft's relationship with the team expands to include a sponsorship of the #81 Chevy, which will be driven by Jason Keller in the Chicagoland race as part of Kraft's 100th anniversary celebration. It will also include title sponsorship of the Dale Earnhardt Tribute Concert.

## How will Kraft support the Dale Earnhardt Tribute Concert?

As the title sponsor of the Dale Earnhardt Tribute Concert, Kraft and its Nabisco Biscuit Division will donate \$500,000 to the Dale Earnhardt Foundation. In addition, the company has planned promotions and sweepstakes that will enable consumers the chance to win trips to Daytona to see the concert in person. Fans can visit their local retail grocery stores and look for displays and specially marked packages of Kraft- and Nabisco-branded products for information on how to win.

## What is the Dale Earnhardt, Inc. website?

Dale Earnhardt, Inc. has been developing a comprehensive website to represent the company Dale Earnhardt co-founded and led with his wife Teresa. It will showcase all programs and personalities tied to the company – such as the Dale Earnhardt Legacy Program and the Dale Earnhardt, Inc. motorsports program. The company has been working to develop a site that will provide accurate information, rare photos, racing stats, Foundation information, and driver information not found anywhere else. The new site will launch on February 12th at 3 p.m. All registered fans to the premium site will be known as "DEInsiders" and will pay an annual subscription fee to receive benefits only available to "DEInsiders."