

NASCAR Wisdom

Racing Fans, Start Your Search Engine

(NAPSA)—There's good news for fans of NASCAR who enjoy doing their shopping in the fast lane as well.

Described as the fastest-growing league in professional sports, NASCAR has an estimated following of 75 million fans. Now, a new online shopping guide has been designed with these consumers in mind.

The guide, created by the online shopping service Mpire, Inc., is called NASCAR Victory Lap. Its objective is to connect race fans to the products they're looking for—from ball caps and apparel to collectibles and tickets—at the right price from the world's most popular online shopping sites. It also provides online shoppers with detailed analytics on the most popular NASCAR gear to help fans make smart purchasing decisions.

Track fanatics can browse their favorite driver and race-team gear, discover the historical worth of racing memorabilia and place bids to purchase items. The site aggregates items from eBay.com, Amazon.com, Yahoo Shopping, Craigslist and Overstock.com, providing fast access to more than 40 million products.

To celebrate with shopping fans, the service and the Richard Petty Driving Experience have also teamed up to put six lucky customers behind the wheel.

Shoppers who create a new account with the guide by December 14, 2006—and are selected sweepstakes winners—might find



A shopping guide has been created to serve the needs of the 75 million fans who make NASCAR the fastest-growing league in professional sports.

themselves behind the wheel of a genuine NASCAR vehicle, courtesy of the Richard Petty Driving Experience. Contest details are available at www.mpire.com/nascar.

Seattle-based NASCAR fanatic Tammy White praises the site for saving her both time and money, whether she's shopping for that perfect Dale Earnhardt, Jr., tee shirt or a particular gift for a fellow NASCAR fan. "Mpire allows me to browse through a variety of NASCAR gear at the click of a mouse, reducing hours' worth of shopping to a few minutes. I can always find the specific item I have in mind, and get to search more items in far less time than it would take me to find it elsewhere. I get what I want and more for the best price around."