



Big Green Egg and Atlanta Motor Speedway Announce Special Award

(Hampton, Georgia, August 31, 2011) In keeping with the tradition of thrilling finishes at Atlanta Motor Speedway, AMS has announced that this weekend's Nationwide and Sprint Cup series will have a special tag line for the last three laps if it ends under an extended distance due to a caution -- Big Green Egg, White, Checker!

And to sweeten the finish, Atlanta-based Big Green Egg[®] Company, the maker of the world's most versatile outdoor cooker, grill and smoker, will award an XLarge Big Green Egg to either race winner should the race end under a Big Green Egg, White, Checker!

Big Green Egg has been an AMS partner for several years, and hosts their annual fan festival, called EGGtoberfest, at Atlanta Motor Speedway each October. This tie-in seemed a natural way to extend their partnership while having some fun with the last three-lap shootout. "I have personally been a Big Green Egg fan for years, and enjoy cooking on mine as often as I can," commented AMS President and General Manager, Ed Clark, in making the announcement. "When they say it is the 'Ultimate Cooking Experience™' they are not kidding, and we already know that the last few laps at AMS are the ultimate racing experience, so why not have some fun with the two!"

About The Big Green Egg Company

Big Green Egg Company[®], headquartered in Atlanta, Georgia, is the world's largest producer and international distributor of ceramic kamado-style cookers. Founded in 1974 by Ed Fisher, the company has an impeccable reputation for offering top quality products and excellent customer service. The Big Green Egg is uniquely constructed of space-age ceramics developed specifically to make the EGG[®] virtually indestructible under ordinary cooking conditions. The EGG offers unmatched cooking flexibility and capabilities that surpass all other conventional cookers combined. It is a smoker, a grill and an oven, providing the ability to cook literally any food in it year round. For more information visit BigGreenEgg.com

About Labor Day Weekend at Atlanta Motor Speedway

NASCAR night racing returns to Atlanta Motor Speedway this Labor Day weekend, Sept. 2-4. Tickets for the AdvoCare 500 start at \$39 and \$19 for students. Children 12 and under admitted free for the Great Clips 300 and the Atlanta 200 with an adult ticket. For more information, call the Atlanta Motor Speedway Ticket Office at (877) 9-AMS-TIX, (770) 946-4211 or visit www.atlantamotorspeedway.com.