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**FOR IMMEDIATE RELEASE**



**DONNIE NEUENBERGER AND ROYAL FARMS ANNOUNCE A TWO YEAR PROGRAM  
ROYAL FARMS CAR TO DEBUT IN 2007 AND 2008 DAYTONA SEASON OPENER**

**Donnie Neuenberger** and **Royal Farms** announce exciting **two year race program**. Baltimore, Maryland based Royal Farms joins Donnie Neuenberger to announce a program that includes five **NASCAR Busch series races**, a **show car** program, and **merchandising program**, with cool merchandise to be sold in it's 120 stores.

The five (5) race schedule in the **NASCAR** Busch series will include in **2007** the final season race at **Homestead – Miami Speedway**. In **2008** races included will be at **Daytona International Speedway, Talladega Superspeedway, Richmond International Raceway, and Dover International Speedway**. Co-Branding associate sponsors: **Coinstar**, [www.coinstar.com](http://www.coinstar.com), and **Haagen Dazs**, [www.haagendazs.com](http://www.haagendazs.com), will also be on board the Royal Farms race car.

**September** will have the **show car unveiled** at Royal Farms Glen Burnie, Maryland store located at 930 Cromwell Park Drive. Employees, vendors, sponsors, media, and customers will join Donnie Neuenberger and Michael Jackson to celebrate the program kick-off.

*"I'm looking forward to our exciting two year program with Royal Farms. Our show car will visit as many Royal Farms stores as possible to share in our race program. In addition to the show and race cars, we will have an outlet in the stores to sell our merchandise and we're also producing a cool Royal Farms commercial. We will continue to race with Jimmy Means in the number 52 NASCAR Busch Series car."*  
Donnie Neuenberger

*"We are excited to have the car at our Glen Burnie, Maryland Royal Farms store. We are pleased to join Donnie Neuenberger and the NASCAR family. Our employees, vendors, and customers look forward to cheering our Royal Farms car in the NASCAR Busch series races."*  
Michael Jackson

Royal Farms, a family-owned company headquartered in Baltimore, MD, opened its first store in 1959. Today, it owns and operates 120 convenience food stores in Maryland, Delaware, Virginia, and Pennsylvania. The Royal Farms Kitchen & Grill prepares its **Famous Fried Chicken** -- Always Fresh, Never Frozen -- lightly breaded and pressure-cooked in-store in Trans Fat Free cooking oil! **Western Fries** -- hand-cut and breaded Idaho potato wedges cooked in-store! **Hot & Cold Subs** -- custom-built on rolls baked fresh in-store! **Custom-built Sandwiches and Wraps**. **Sun Up Breakfast sandwiches** -- egg and cheese on flaky croissants with bacon, ham, sausage, or steak. The Royal Farms **Good-To-Go case** features freshly prepared Subs, Wraps, Fresh Cut Fruit Salads, Chef Salads, Caesar Salads, Sushi, herbal teas, all natural juices, and more! And, **Royal Farms 100% Colombian Supremo Coffee**, the richest coffee in the world, is always ground seconds before brewing! **Dine** in the Royal Farms seating area **or take-out**. **Royal Farms Gasoline and Diesel Fuel** features state-of-the art dispensing pumps, and the **Royal Farms Gasoline and Diesel Fleet Program** is "small fleet friendly."

For more information about Donnie Neuenberger and DGN Racing, visit our website at [www.dgnracing.com](http://www.dgnracing.com). You can listen to our **Monday** morning **radio** update on **105.7 FM** at 6:40 a.m., **Wednesday** evening radio show "**Behind the Wheel with Donnie Neuenberger**" streaming live on [www.espn1300.com](http://www.espn1300.com) at 7:00 p.m., and television update on **COMCAST SportsNet** Thursday evenings and **SportsRise** on Friday mornings.