



Aspen Dental Expands Partnership with Stewart-Haas Racing and Driver Danica Patrick

Aspen Dental Becomes Lead Sponsor of Patrick and No. 10 Team in 2017

KANNAPOLIS, N.C., (Feb. 14, 2017) – Aspen Dental, one of the largest and fastest-growing brands in the United States, has expanded its partnership with Stewart-Haas Racing (SHR) to become the lead sponsor of Danica Patrick and the No. 10 team during the 2017 Monster Energy NASCAR Cup Series season. The No. 10 Aspen Dental Ford Fusion will debut in the season-opening Daytona 500 Feb. 26 at Daytona (Fla.) International Speedway.

Aspen Dental has been a partner of SHR since 2012 and aligned with Patrick since 2014. As the brand enters its sixth year with SHR and fourth with Patrick, it will serve as the primary sponsor of Patrick's No. 10 Ford Fusion for a double-digit slate of races in 2017.

"Our commitment to Danica Patrick goes back almost four years and our relationship with SHR even further," said Bob Fontana, chairman and CEO of Aspen Dental Management, Inc. "She is a strong advocate for the Aspen Dental brand and a wonderful ambassador for programs like the Healthy Mouth Movement. Danica and Stewart-Haas Racing have encouraged fans to get started on the road to better oral health care while showcasing how Aspen Dental practices make it easy for them. We look forward to our enhanced partnership."

Patrick has shined a spotlight on oral health across a multitude of channels. As part of the promotion of the Healthy Mouth Movement – a community-giving initiative which has delivered more than \$7.5 million in donated dentistry for veterans since its inception – Patrick's No. 10 car displayed a special paint scheme during the NASCAR Cup Series race at Chicagoland Speedway in September 2015 that featured the names of 2,200 veterans who had been honored by their friends and family. Patrick also appeared in "A Taste of the Future" – a hidden-camera video campaign designed to raise awareness about the long-term consequences of delaying dental care.

"From the first time I visited Aspen Dental's headquarters in 2013, I was struck by their commitment to helping people and changing lives," Patrick said. "I love working with organizations that care about people, and teaming up with a group that has such an important mission – breaking down barriers and helping patients get the dental care they need – is very rewarding."

"In the years since I first partnered with Aspen Dental, it's been fun to work on some unique projects with their team. From the 'Taste of the Future' video to launching the MouthMobile and then having the 'Turbocharged Tooth Fairy Squad' at Talladega last spring, we've worked together on some pretty impactful programs. It's incredible to see firsthand how many people they've helped. I'm looking forward to delivering the company's message at even more races this year."

There are nearly 600 Aspen Dental practices across 35 states and each practice offers patients a safe, welcoming and judgment-free environment to address their dental challenges. Every Aspen Dental practice offers a full range of dental and denture services – including comprehensive exams, cleanings, extractions, fillings, periodontal treatment, whitening, oral surgery, crown and bridge work – allowing patients to have the peace of mind that they are taken care of and protected, so they can focus on getting the healthy mouth they deserve. In 2016, Aspen Dental practices recorded more than 4.1 million patient visits and welcomed nearly 900,000 new patients.

"Aspen Dental has been a great partner for Stewart-Haas Racing for many years," said Tony Stewart, who co-owns SHR with Haas Automation founder Gene Haas. "We've both grown with this sponsorship and we know we can achieve even more thanks to their increased role with Danica and our No. 10 team."

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About Aspen Dental Offices:

Aspen Dental practices are independently owned and operated by licensed dentists. The dentists and staff at Aspen Dental practices are all about making sure patients have easy access to quality, affordable oral health care. With nearly 600 offices in 35 states, Aspen Dental-branded practices offer patients a safe, welcoming and judgment-free environment to get the full range of dental care they need along with the convenience and speed of onsite denture labs. That's why the Aspen Dental network of independent dental care providers is one of the largest and fastest growing in the U.S. and saw more than 4.1 million patients in 2016. To find out more about how Aspen Dental practices make it simply easier for each of their patients to get the healthy mouth they deserve, go to www.AspenDental.com.

About Aspen Dental Management Inc.

Aspen Dental Management Inc. (ADMI) is a dental support organization that provides non-clinical business support services to independently owned and operated dental practices in 35 states. This can include services and recommendations related to finding the right location, leasing, equipment, accounting and marketing. This model leaves independent, licensed practitioners free to concentrate on patient care. For more information about the relationship between Aspen Dental Management, Inc. and the branded dental practices please visit www.AspenDental.com/about. To learn more about careers at ADMI and Aspen Dental practices, visit www.AspenDentalJobs.com.

About Stewart-Haas Racing:

Stewart-Haas Racing is the title-winning NASCAR team co-owned by three-time Monster Energy NASCAR Cup Series champion Tony Stewart and Gene Haas, founder of Haas Automation – the largest CNC machine tool builder in North America. The organization fields four entries in the Monster Energy NASCAR Cup Series – the No. 4 Ford Fusion for Kevin Harvick, the No. 10 Ford Fusion for Danica Patrick, the No. 14 Ford Fusion for Clint Bowyer and the No. 41 Ford Fusion for Kurt Busch. The team also competes in the NASCAR XFINITY Series by fielding a full time entry – the No. 00 Ford Mustang for Cole Custer – and one part-time entry – the No. 41 Ford Mustang. Based in Kannapolis, North Carolina, Stewart-Haas Racing operates out of a 200,000-square-foot facility with more than 300 employees. For more information, please visit us on the Web at www.StewartHaasRacing.com, on Facebook at www.Facebook.com/StewartHaasRacing, on Twitter @StewartHaasRcng and on Instagram @StewartHaasRacing.

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