

## ***Clint Bowyer Is All About Winning During Appearance on NBC's "Biggest Loser"***

**Welcome, N.C.** (March 17, 2009) – Clint Bowyer, driver of the No. 33 Cheerios/Hamburger Helper Chevrolet for Richard Childress Racing, will appear on NBC's hit show "The Biggest Loser" on Tuesday, March 24 (9-11 pm ET/PT, following President Obama's speech). During an intense challenge, Bowyer will witness just how strong the show contestants are.

"The Biggest Loser," which is currently in its seventh season and airs in more than 90 countries, challenges overweight contestants to take control of their lives by taking control of their weight through comprehensive diet and exercise. To date, 15,000 pounds have been lost by contestants on the show.

"Being involved with 'The Biggest Loser' was a real eye-opener," said Bowyer, who is the first NASCAR driver to appear on the show. "The show is all about winning. It was amazing to see how hard everyone works and the sacrifices they make. The trainers really get the contestants to believe in themselves and commit to improving their lives for years to come. I can't wait to see the show on Tuesday night."

Bowyer is no stranger to hard work and dedication. The Emporia, Kan., native was working in a body shop during the week and hitting the local short tracks on the weekends trying to make a name for himself. His efforts were rewarded when team owner Richard Childress took notice of his accomplishments and awarded him with a partial schedule in the NASCAR Nationwide Series. The rest, as they say, is history.

"Clint is the real deal," said Mark Koops, Executive Producer of the "Biggest Loser." "Any racer could have come to the show, but Clint's 'regular guy' story is really something special. He was given an opportunity and made the most of it. He worked hard to get to where he is today. It's really quite an inspirational story."

Bowyer competed full-time in both the NASCAR Sprint Cup and Nationwide Series last year, netting the Nationwide Series drivers championship and a fifth-place finish in Sprint Cup points. He moved to RCR's new No. 33 team over the offseason, a pairing that has yielded much success. After four races, he sits second in points on the strength of three top-10 finishes.

The NASCAR Sprint Cup Series returns to action at Bristol Motor Speedway on Sun., March 22 for the Food City 500. The race will be televised live on FOX beginning at 1:30 p.m. Eastern Daylight Time. The Performance Racing Network and Sirius XM Satellite Radio will also provide live lap-by-lap coverage.

### **About Richard Childress Racing**

Richard Childress Racing ([www.rcrracing.com](http://www.rcrracing.com)) has earned more than 180 victories and 12 NASCAR championships, including six in the Sprint Cup Series with the legendary Dale Earnhardt. RCR was the first organization to win championships in the Sprint Cup Series, Nationwide Series and Camping World Truck Series. Its 2009 Sprint Cup Series lineup includes Casey Mears (No. 07 Jack Daniel's), Kevin Harvick (No. 29 Shell-Pennzoil), Jeff Burton (No. 31 Caterpillar) and Clint Bowyer (No. 33 Cheerios/Hamburger Helper). Its 2009 Nationwide Series lineup includes Bowyer, Burton and Stephen Leicht (No. 29 Holiday Inn).