



Bringing a Message of Affordable and Reliable Energy to NASCAR
Sport's most popular driver joins national campaign to promote clean coal technology

CHARLOTTE, NC (April 26, 2012) - Sports Marketing Consultants, Inc (SMC), a leader in the acquisition and activation of motorsports sponsorships is proud to announce its role in the recently announced partnership between JR Motorsports and the American Coalition for Clean Coal Electricity (ACCCE). The sponsorship agreement between ACCCE and JR Motorsports includes primary branding on JRM cars for four events in 2012 and associate branding for the duration of the NASCAR Nationwide Series season.

"I'm thrilled with the opportunity to work with this important coalition of the coal based electricity industry in building awareness among race fans as well as outside of the racing community," said SMC senior managing partner Andrew Campagnone, who played a pivotal role in bringing the two parties together.

"The importance of coal to the United States cannot be underestimated. This partnership is designed to use the sport of NASCAR, its most popular driver - Dale Earnhardt Jr. and his Nationwide team to tell the story of the American coal industry supplying jobs to Americans and creating energy independence."

This partnership is the latest in a series of sponsor transactions where innovation along with experience played a critical part in how SMC, working closely with all parties, helped create an arrangement that promotes a strong relationship between the two partners and NASCAR as well as the potential for a healthy return on investment.

"Sports Marketing Consultants have offered thoughtful, strategic counsel as our link to JR Motorsports," said senior vice president of communications for ACCCE Evan Tracey. "Their foresight and leadership in brokering this agreement was critical to this partnership. It is clear to us, they are the cream of the crop in the field of sports marketing."

ACCCE is the newest addition to a prominent roster of Fortune 500 companies, media organizations and professional sports teams that have turned to SMC and its team of veteran motorsports professionals to manage their motorsports marketing and communications business.

About Sports Marketing Consultants, Inc

Sports Marketing Consultants is a full-service sports marketing, communications and event management group with offices in Charlotte, NC. SMC works with professional sports sponsors, teams, venues and participants to acquire and assess information, define marketing and communications strategies, build brand awareness, plan and execute strategic marketing programs, gain mind share among target audiences and ultimately impact their bottom line. For more information: www.sportsmarketingconsultantsinc.com

About the American Coalition for Clean Coal Electricity

The American Coalition for Clean Coal Electricity (ACCCE) is a non-profit, non-partisan partnership of companies involved in producing electricity from coal. ACCCE supports energy policies that balance coal's vital role in meeting our country's growing need for affordable and reliable electricity with the need to protect the environment. ACCCE also advocates for the development and deployment of advanced clean coal technologies that will produce electricity with near-zero emissions. For more information, visit www.cleancoalusa.org or www.americaspower.org

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