



## NEWS RELEASE

### **INTEGRATED NASCAR PROGRAM REACHES HUNDREDS OF THOUSANDS OF NEW CUSTOMERS**

Program Targets Smokers Ready to Quit

*For Immediate Release*

Tampa, FL, August 29, 2006-- Lighthouse Marketing LLC, a dynamic strategic planning firm, has created and implemented an alternative media and out-reach program at lifestyle events targeting smokers who want to quit. Designed for the client GlaxoSmithKline Consumer Healthcare's Nicorette®, NicoDerm® CQ®, and Commit® Brands, Lighthouse has designed the state-of-the-art "Winner's Circle" interactive exhibit that features many activities include counselors ready to provide support to smokers interested in beginning the quit process and to encourage product trial.

"During 2005 and half way through the 2006 NASCAR season, Lighthouse has been successful in counseling 125,000 NASCAR fans," said Bob Howards, Managing Partner at Lighthouse. "For 30 years Winston was the name brand in NASCAR and did much to build motorsports. We are taking that equity built over many years and helping fans achieve a healthier lifestyle."

Other features of the Winner's Circle exhibit include a photo area with the Nicorette® Fresh Mint™ show car, and a racing simulator built into a state-of-the-art #41 NicoDerm® CQ® Dodge show car for visitors who want to experience the thrill of being "behind the wheel." Also, visitors can take a free souvenir digital photo with a life-size cut out of four-time NASCAR Champion, Jeff Gordon, in front of the #24 Nicorette® Fresh Mint™ Chevrolet. Visitors can download their photo by visiting [quit2winracing.com](http://quit2winracing.com).

In addition, the exhibit features:

- 42-inch plasma screen shows what is happening in the simulator
- An 8x10 foot LED screen continually looping:
  - Exciting video with footage of the GSK family of drivers: the #24 Nicorette® Fresh Mint™ Chevrolet, the #41 Nicorette® Fresh Mint™ Dodge, the #41 NicoDerm® CQ® Dodge
  - Adapted music videos
  - A Riding with Richard series
  - A short documentary of the making of the green car
  - Television commercials from NASCAR personalities
- Newest additions to the [quit2winracing.com](http://quit2winracing.com) web site

Each weekend during the NASCAR season, Lighthouse counsels 3,000 people. After counseling, 29% of consumers counseled immediately made a product purchase and 48.5% set a date to stop smoking. In addition, Lighthouse has developed and implemented a public relations program to support all NASCAR marketing programs resulting in millions of impressions.

Lighthouse Marketing LLC is a marketing services and strategic planning firm for clients in the retail, packaged goods, entertainment and hospitality industries. For more information, call 813.386.1173 or log on to [www.lighthousemarketingllc.com](http://www.lighthousemarketingllc.com).