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THE PIPELINE

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Home123 Connects with NASCAR Company Gets Its Name in Front of Brand-loyal Fans



Home123 partnered with Chip Ganassi Racing to sponsor car #42 for NASCAR's Cup Series races this season.

Home123, New Century's Retail division, could have sponsored any number of sports to boost its visibility among potential borrowers. But it chose NASCAR racing. So what makes this sport so special?

The answer to this question is found in some surprising facts about NASCAR fans. They are actually a cross section of the U.S. population and match up

well with the target demographics for potential Home123 borrowers. And there are a ton of them all across the country. What's more, they're far more inclined to buy sponsors' products than fans in any other sport.

"Our primary goal is to grow profits in 2005, so it makes sense that we get our name in front of this audience," says Carl Vernon, President of Home123. "The more we do, the more likely new customers and revenue will come through our door."

Fans by the Numbers

In case you're tempted to stereotype the NASCAR faithful, here's the broader picture: 40% of NASCAR fans are women and 18% are African American or Hispanic. Nearly 42% make at least \$50,000 a year,

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A NEW SHADE OF BLUE CHIP™



Home123-sponsored driver Jamie McMurray relaxes before a race.

Home123 Motorsports Goals

- Increase brand awareness for Home123 and associate it with NASCAR
- Drive response from the loyal NASCAR fans base
- Build mutually beneficial relationships with other race team sponsors

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more than 40% have attended college and almost 60% are white-collar professionals or skilled workers. They live in all parts of the country: 20% from the Northeast, 24% from the Midwest, 38% from the South and 19% from the West. And best of all, 72% of NASCAR fans are homeowners – how's that for targeted marketing!

NASCAR claims a fan base of 75 million, with more than half considered avid. It's the second most-watched sport on television in the U.S. In 2003, 17 of the 20 sporting events with the highest attendance in the nation were NASCAR races, which often draw more people than a Super Bowl, an NBA finals game and a World Series game combined. Plus, NASCAR's season lasts about 10 months – that's longer than any major professional sport. So not only are there a lot of eyes on the track, but they are viewing for a longer period of time.

Committed to Sponsors

Visibility is particularly important, when you consider other startling facts about NASCAR fans. These family-oriented folks are three times more likely to purchase a sponsor's goods or services than a non-sponsor's. More than 70% buy a product because it's associated with NASCAR and 40% will switch to a competing product if it's sponsored in NASCAR. Remarkably, 85% of the most loyal fans know which companies sponsor NASCAR and its drivers, while a stunning 94% are more likely to have positive feelings about sponsors.



Executive pitcrew? No – just proud of our sponsorship. Pictured (l. to r.): Tom Shaw, Home123 VP of Marketing; Greg Schroeder, EVP of Marketing and E-Commerce, NCMC; Pat Flanagan, President of NCMC; and Carl Vernon, President of Home123.

"Exposure to the loyal NASCAR audience is a great opportunity for

us,” says Tom Shaw, Vice President of Marketing for Home123. “These fans can often recite every brand name on their favorite drivers’ cars, so we are excited to watch the results of our sponsorship as we move deeper into the season.”

Conditions for Great Exposure

Home123 has boosted its chances for more exposure by creating conditions for winning – and the limelight this brings. First, Home123 has partnered with Chip Ganassi Racing, one of the most respected teams in motor sports, with a history of fielding successful cars and drivers. Second, it’s sponsoring a pair of very competitive 800-horsepower Dodge Chargers to run in the Cup and Busch series of NASCAR. Both are emblazoned with the Home123 logo and colors for a total of 11 widely watched events this year.

Last, and certainly not least, Home123 is backing two top-performing drivers for the cars. “More than two-thirds of the fans buy NASCAR-related products because they like specific drivers,” says Jennifer Zalle, AVP, Motorsports Marketing. “That’s why we’re pleased to have drivers of such high-caliber behind the wheels.”

Driving car #42 in the Cup series races is 28-year-old Jamie McMurray, who’s racked up several NASCAR victories and top finishes in his young career. In 2004 alone, he finished 11th in the Cup standings with nine finishes in the top five and 23 in the top 10; remarkably, he also scored three Busch series victories during the season. So far this year, Jamie is 10th in Cup point standings and has three top-five finishes.

Piloting car #41 in the Busch series races is 19-year-old dynamo Reed Sorenson, who’s been racing since he was six. In the four Busch races he started last year for Ganassi, he had one finish in the top 10.



Home 123 driver Reed Sorenson straps in before the green flag.

So far this season, he’s third in the point standings with three top-five finishes and a victory at the Nashville Super Speedway.

Following the Cars

To root for the Home123-sponsored cars or tell your family and friends about them, watch your TV schedule for broadcast times. Look for race results on the Go! intranet under the Retail section.

Remaining 2005 NASCAR Races for Home123 Cars

Cup Series - Sponsoring Car #42

<u>Date</u>	<u>Event & Location</u>
June 19	Michigan 400, Michigan International Speedway
July 2	Pepsi 400, Daytona International Speedway
July 10	Chicagoland 400, Chicagoland Speedway
Aug. 14	Sirius Satellite Radio, Watkins Glen International (NY)
Sept. 4	California 500, California Speedway

Busch Series - Sponsoring Car #41

<u>Date</u>	<u>Event & Location</u>
June 25	Busch Series 250, The Milwaukee Mile
July 30	NBS Gateway 250, Gateway International Raceway (IL)
Aug. 13	TBA, Watkins Glen International (NY)
Aug. 26	Food City 2, Bristol Motor Speedway