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## O'REILLY NAMED OFFICIAL AUTO PARTS RETAILER OF NASCAR

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**Springfield, MO, November 5, 2008** -- O'Reilly Auto Parts and NASCAR have announced an exclusive multi-year agreement for O'Reilly to become the Official Auto Parts Retailer of NASCAR. The agreement allows for O'Reilly Auto Parts to be an exclusive NASCAR partner and utilize NASCAR marks and marketing programs in-store and in related media.

As part of this agreement, O'Reilly will become a contingency sponsor for the competitors as well as provide season-ending awards in both the Sprint Cup Series and Camping World Truck Series. The O'Reilly Auto Parts "People, Service and Performance" Award recognizes the team effort made both on the track and in the pits.

O'Reilly has been a longtime NASCAR industry participant. The auto parts chain is currently the title sponsor of six NASCAR events in 2008, including the O'Reilly 300 and O'Reilly Challenge Nationwide Series races both held at Texas Motor Speedway. Additionally, the company sponsors the Checker O'Reilly Auto Parts 500 Cup Series race at Phoenix International Raceway.

"We are excited to grow our relationship with NASCAR to this new level," said Greg Henslee, O'Reilly Auto Parts CEO and co-president. "Becoming the Official Auto Parts Retailer of NASCAR is a unique opportunity to deepen our connection with loyal race fans, build the O'Reilly brand and continue our support of motorsports from local grassroots up to the national stage."

NASCAR is one of the few professional sports leagues that has created an automotive-specific marketing program for its family of automotive sponsors. The platform, branded as NASCAR Performance, includes exclusive marketing rights, the ability to co-brand products and product packaging as well as involvement in a long list of integrated media programs.

"Bringing on O'Reilly as an exclusive partner will serve our fans well with their automotive needs. O'Reilly is a familiar name with our fans and has been associated with NASCAR on both the local track and race sponsorship level," said Odis Lloyd, NASCAR managing director, automotive aftermarket. "That relationship and value was a key factor in O'Reilly expanding its presence in the sport and joining our automotive program. We are proud to welcome this high quality brand to the NASCAR family of exclusive sponsors."

O'Reilly and the NASCAR automotive marketing team will begin developing creative marketing platforms to promote their products and accelerate this partnership immediately.

**O'Reilly Automotive, Inc.** (NASDAQ: ORLY) is one of the largest specialty retailers of automotive aftermarket parts, tools, supplies, equipment and accessories in the United States, serving both the do-it-yourself and professional installer markets. Founded in 1957 by the O'Reilly family, the Company operated 3,277 stores in 38 states, as of September 30, 2008. Additional information about the Company, customer services and on-line shopping for parts, tools, supplies, equipment and accessories can be found at the Company's website at [www.oreillyauto.com](http://www.oreillyauto.com).