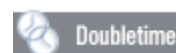


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Imation Corporate News

Imation Employees See "Double" as Memorex #41 & #42 Dodges Race to the Finish

Camarillo, Cerritos employees enjoy a day at the racetrack

September 10, 2007

Two Memorex branded Dodges participated in the NASCAR Busch Series (NBS) Camping World 300 in Fontana, California on Saturday, September 1. For 12 lucky Imation employees, it was a rare opportunity to witness the speed and excitement of NASCAR while braving triple digit temperatures. Many reports state it hit almost 150 degrees trackside.

No problem, according to consumer division employee Kevin Wells. Staying cool was simply a matter of finding a spot in Imation's air-conditioned suite "right in front of the pit area" and drinking "lots of cold water and Gatorade."

Tickets to the Labor Day Weekend event became available due to a last-minute schedule change. Because the event was slated for the California track, Camarillo and Cerritos employees were invited to participate in a drawing to select Imation attendees.

Wells was joined by 11 other Imation employees in Fontana, including Larry Ng, Grace Lu, Jeanette Velasco, Martin Mateo, Netta Logan, Mike McGarry, Terry Kemp, Ernest Reveles, Sharon Wagner, Bob Urias and Damien Coffey. For Coffey, security and site services coordinator in Camarillo, the experience was definitely a thrill. "I am grateful I was given the opportunity to attend," he said. "I met Reed Sorenson and saw the Memorex Pit Crew in action."

"The speed, precision and camaraderie among the pit crew wearing their Memorex gear with dignity and respect made me proud to work for this organization," Wells added.

While neither Memorex Dodge (No. 41 with driver Reed Sorenson and No. 42 with driver A.J. Allmendinger) made it to the winner's circle, the Chip Ganassi Racing with Felix Sabates (CGRFS) team, in partnership with Memorex, are enjoying a banner year.

Sorenson, 21, came in 11th to continue his top 20 streak in the NBS. Unfortunately, Allmendinger, in his NBS debut for CGRFS, ended his day in a four-car crash that required a 28-minute red flag. The No. 42 Memorex Dodge scored a 36th-place finish.

The Imation employees in attendance thoroughly enjoyed the day. "I would definitely attend this event again," Coffey remarked. Wells echoed Coffey's sentiments, adding, "Only next time, I'm bringing ear plugs."

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[» Corporate News](#)

[» Employee News](#)

[» Events](#)

[» DoubleTime](#)