



VIDEO/PHOTO AVAILABLE: Benchmark Mortgage is Sponsoring Robert Richardson Racing's #1 NASCAR Dodge Craftsman Truck

For Immediate Release

DALLAS/EWORLDWIRE/Feb. 1, 2006 --- Benchmark Mortgage is proud to announce its title sponsorship of the Robert Richardson Racing Team's NASCAR Championship #1 Craftsman Dodge Truck in the 2006 NASCAR Craftsman Truck Race Series. Robert Richardson, a 23-year old native of McKinney, Texas, will pilot the truck for the entire 25-race season as he battles for Rookie of the Year honors. The former McKinney High School quarterback received a scholarship to play football at Southern Methodist University while pursuing a degree in Art. But, his passion for racing prevailed and in the past four years as he has progressed from a Legends race car to ROMCO Super Late Models and now to the Craftsman Truck Series.

The R3 team will be promoting the WinYourMortgage.com sweepstakes offers at races nationwide. Beginning today, race fans can log onto www.WinYourMortgage.com to enter for a chance to have their mortgage paid for a year. Mortgages will be given away once a quarter along with other prizes. Sign-up stations will be located trackside along the NCTS circuit in addition to the online registration.

"We are very fortunate to have teamed up with Benchmark Mortgage and Resistol for the 2006 season," said Richardson, driver of the #1 WinYourMortgage.com Dodge. "The Win Your Mortgage sweepstakes is going to be pretty exciting for the race fans that will have the chance to have their mortgage paid for an entire year. The R3 team is thrilled to be running the entire season and with these solid sponsors behind us, we will be a competitive threat on the track each weekend."

R3 will make its first start of 2006 along with the rest of the NCTS competitors on February 17 at the Daytona International Speedway. Richardson has competed at Daytona once in his career, last season in the ARCA RE/MAX Series event. R3 tested the new Daytona truck under the supervision of veteran crew chief, Buddy 'Red Dog' Barnes at the truck test in January where Richardson turned impressive times and gained valuable drafting experience. The NASCAR Craftsman Trucks will take to the track at Daytona for their first practice session on Wednesday, February 15 at 4:05 p.m. All 25 NASCAR Craftsman Truck Series events air live exclusively on SPEED Channel.

Ranked #57 on the Inc. 500 list, Benchmark considers the NASCAR Craftsman Truck Series a perfect branding opportunity. With 230 Branch Offices in 34 states and licensing applications on file in all the remaining jurisdictions, Benchmark's alignment with NASCAR elevates the company to the elite status enjoyed by a number of national Fortune 500 firms. Bryan Harlan, CEO of Benchmark Mortgage recently stated, "NASCAR racing has become a business and so have the sponsorships. The concept that we have created between Richardson Racing and Benchmark Mortgage will prove to be one successful blockbuster in terms of lead generation for the mortgage industry. We are revolutionizing sponsorships in NASCAR racing; it is no longer a marketing or advertising expense but an innovative investment."

To view a two-minute video highlighting the WinYourMortgage.com racing promotion, please click on <mms://Media.BenchmarkMedia.com/wympr1.wmv>. To learn more details about the exciting Richardson Racing / WinYourMortgage.com NASCAR Craftsman #1 Dodge Truck racing series, click on www.WinYourMortgage.com.

To explore the benefits of America's premier net branch mortgage banking opportunity, visit www.BenchmarkBranchPartners.com or call (214) 420-2731 today. Benchmark's corporate office is located at 16000 Dallas Parkway in Dallas, Texas.

HTML: <http://www.eworldwire.com/pressreleases/13659>

MOBILE: <http://e4mobile.com/pressreleases/13659>

PDF: <http://www.eworldwire.com/pdf/13659.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/308730.htm>

LOGO: <http://www.eworldwire.com/newsroom/308730.htm>

CONTACT:

Gil Holloway
Benchmark Mortgage
16000 Dallas Parkway, 8th Floor
Dallas, TX 75028
PHONE. 214-420-2723
EMAIL: GHolloway@benchmarklends.com
<http://www.BenchmarkBranchPartners.com>

KEYWORDS: winyourmortgage.com, mortgage, Benchmark, Robert Richardson, Racing, NASCAR, Craftsman, Truck, Series, Dodge, Refinance, Home, Equity, Loan, Cash, Out, Refinance, Debt, Consolidation, home, improvement, construction loans, second, mortgages, jumbo, loans, Net, Branch, Partnership, Opportunity, Affiliate

SOURCE: Benchmark Mortgage

AVAILABLE MEDIA: Photo: Craftsman Truck- Side view (size: 0.1 k)

Craftsman Truck- Side view

<http://eworldwire.com/mediauploads/CraftsmanTruckSideView1-25-06.jpg>

Video Clip: Benchmark Mortgage Sponsors The Robert Richardson Racing's #1 NASCAR Craftsman Truck (size: 4.1 k)

Benchmark Mortgage Sponsors The Robert Richardson Racing's #1 NASCAR Craftsman Truck

<http://eworldwire.com/mediauploads/WYMPR1.wmv>