



AutoZone Partners with Discovery Channel to Find America's Next NASCAR Superstar

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MEMPHIS, Tenn., Aug. 10, 2005 (PRIMEZONE) -- AutoZone, Inc. (NYSE:AZO) today announced it will co-sponsor an upcoming series on the Discovery Channel entitled DRIVER X: RACE FOR THE RIDE. The series will take viewers behind the scenes with Roush Racing to search for its next team member and future NASCAR Craftsman Truck Series champ. With more than 75 million fans, NASCAR ranks as the fastest growing sport in the United States. DRIVER X: RACE FOR THE RIDE presents an unprecedented look at this competitive world of racing and provides AutoZone with a unique platform to reach this massive audience of loyal NASCAR fans. Other co-sponsors are Subway and Yellow Book. As a sponsor, AutoZone is strategically integrated into the series, receiving logos on the trucks, drivers' uniforms and transporters featured in the program. The sponsors also receive special advertising, including commercial spots and promotional billboards throughout each episode of the series.

"DRIVER X: RACE FOR THE RIDE is a unique and exciting vehicle for us to reach our customers," said Bill Rhodes, president and CEO of AutoZone. "As the title sponsor of the NASCAR AutoZone Elite Division Series and the AutoZone No. 22 car driven by Kenny Wallace in the NASCAR Busch Series, we have many loyal NASCAR fans as customers. And, we are excited at the prospect of being involved with a project that could identify the next NASCAR superstar."

"At Discovery, we are continually looking for ways to expand advertisers' opportunities for exposure to their target audiences," said Joe Abruzzese, president, advertising sales, Discovery Networks, U.S. "With DRIVER X: RACE FOR THE RIDE, we've found a way to bring yet another compelling new series to the network that simultaneously harnesses a large, devoted base in NASCAR fans to the benefit of our sponsors."

Premiering Monday, October 31, DRIVER X: RACE FOR THE RIDE will determine who will join Jack Roush's legendary team as a fully sponsored driver in the NASCAR Craftsman Truck Series. Contestants will be put through the paces as they work to win a multi-million dollar contract on this elite team that includes NASCAR greats Mark Martin and Kurt Busch. DRIVER X: RACE FOR THE RIDE gives a real glimpse into the world of pro-drivers and an inside the cockpit view of real race cars. Dreams soar or crash as one young driver snags a spot on Roush's team and has the chance to become the next favorite of the 75 million strong NASCAR nation.

About AutoZone:

As of May 7, 2005, AutoZone sells auto and light truck parts, chemicals and accessories through 3,505 AutoZone stores in the United States and 73 AutoZone stores in Mexico and also sells the ALLDATA brand automotive diagnostic and repair software. On the web, AutoZone sells diagnostic and repair information and auto and light truck parts through www.autozone.com.

About Discovery:

Discovery Channel is the United States' largest cable television network, serving 90.2 million households across the nation with the finest in informative entertainment. Discovery Networks, U.S., a unit of Discovery Communications, Inc., operates and manages Discovery Channel, TLC, Animal Planet, Travel Channel, Discovery Health Channel, Discovery HD Theater, Discovery Kids Channel, Discovery Times Channel, The Science Channel, Discovery Home Channel, Military Channel, Discovery en Espanyol, FitTV, Discovery Kids en Espanyol and Discovery Travel & Living (Viajar y Vivir). The unit also distributes BBC AMERICA.

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