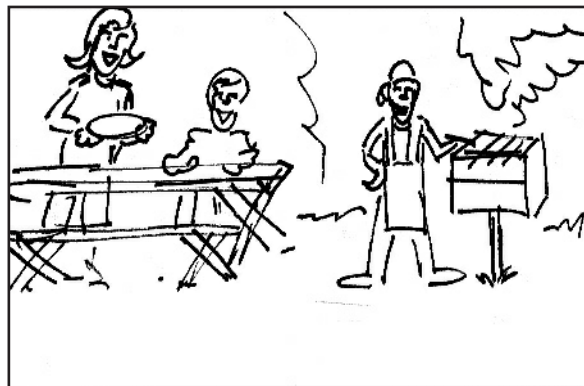
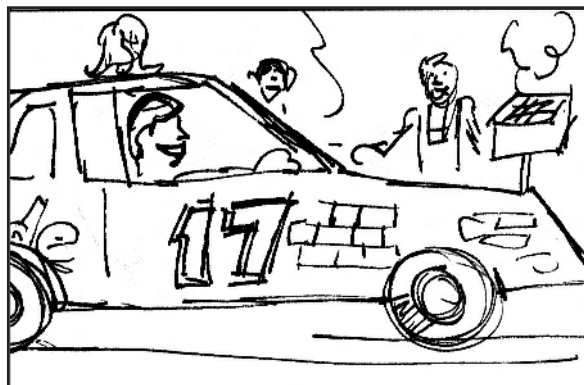


Open on a family BBQ in a park.



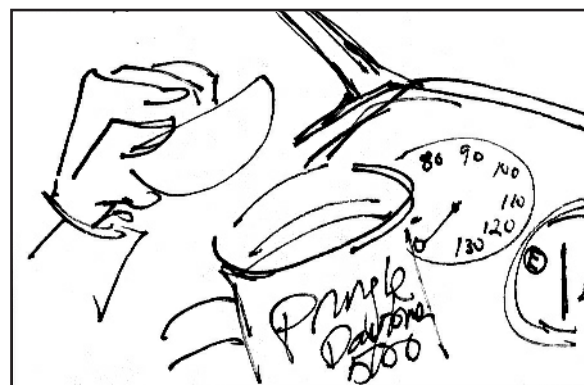
SFX: Birds.

Darrell Waltrip drives up in his NASCAR car.



SFX: Roar of engine.

Cut to a shot of Darrell pulling Pringle out of Daytona 500 can.

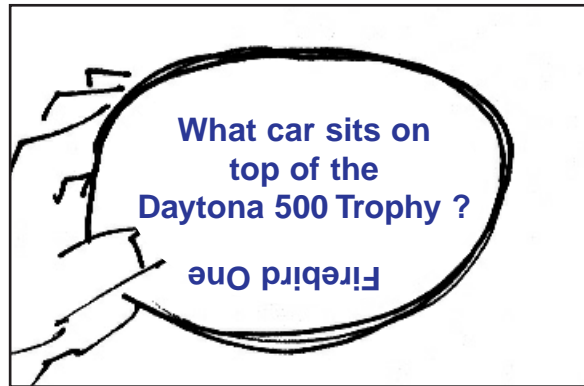


We see Darrell read question to girl.



**Waltrip:** What car sits atop...

Cut to CU of Pringle.



**Waltrip:** ...the Daytona 500 trophy?

Cut to girl answering the question.



**Girl:** Firebird I.

Darrell nods and crunches chip.



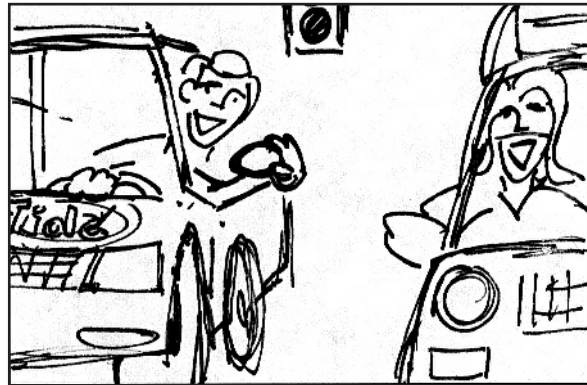
**Waltrip:** Yup. (Crunch)

Cut to shot of family. Dad now holds a can of Daytona 500 Pringles. Darrell drives off quickly.



**Dad:** Thanks.

Cut to see Waltrip pull up to stop light next to a family in a car. He asks the woman passenger a question off the Pringle. And she answers.



**Waltrip:** How many miles is the Daytona 500 super speedway?

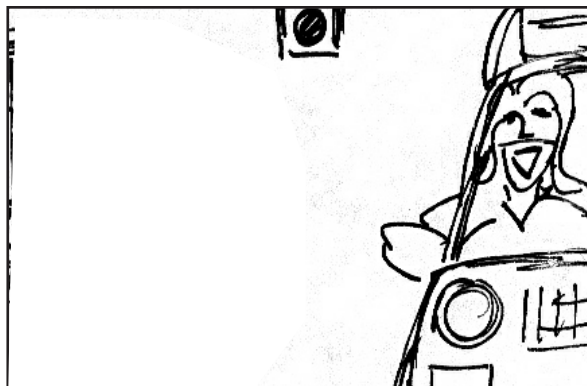
**Woman:** 2.5?

CU of Darrell asking question off of Pringle. He crunches and winks.



**Waltrip:** Yup.. (Crunch)

Darrell drives off in his racecar.



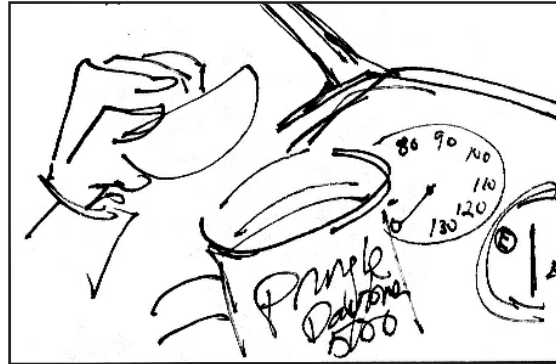
**SFX:** Roar of engine.

Woman now has can of Daytona 500 Pringles.



**Woman:** (yelling) Hey, thanks.

Cut to interior of Darrell's car. We see a CU of the Daytona 500 Pringles can.



**VO:** New Daytona 500 Pringles Prints. With over...

Cut to CU of the Pringle question.



**VO:** ...2,000 Daytona 500 questions right on your Pringles. They bring the Great American Race...

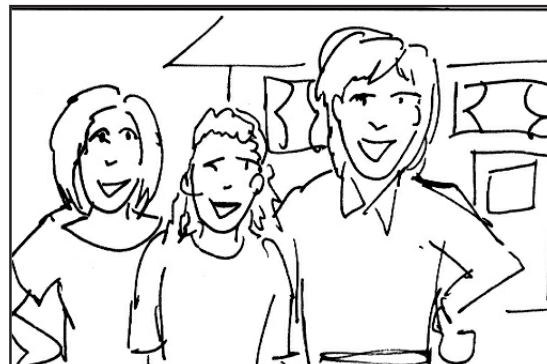
Cut to Darrell pulling up to someone else. He asks another question.



**VO:** ..to you.

**Waltrip:** Who won the 1989 Daytona 500?

Cut to see a DW's wife and kids. They answer.



**Mom:** You did Darrell.

Alt Line

**Daughters:** You did Dad !

Cut to Darrell. He nods and then drives off.



**Waltrip:** That's right .

Cut to Mr. P with Pringle. The tagline lands on it.



**VO:** With printed fun on every one...

The tag settles on the Pringle.



**VO:** It's Daytona 500...

Mr. P falls back onto a Pringles can and we see a product shot.



**VO:** Pringles Prints.

Darrell's race car wipes frame.



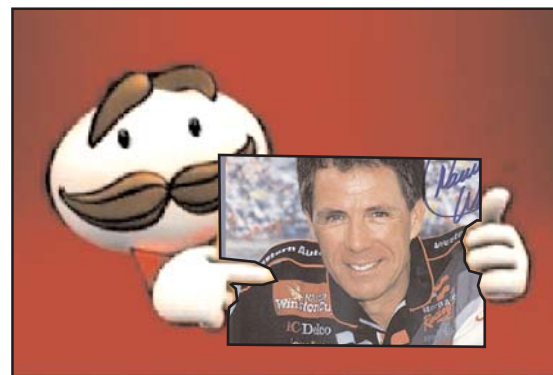
SFX: Race car roaring by.

Mr. P is revealed holding a pit board. On it is the Daytona 500 logo.



VO: Win a Daytona 500 race weekend...

Mr. P flips board over to show Darrell on other side.



VO: ...with Darrell Waltrip. Go to...

Mr. P falls back to make the dot in pringles.com.



VO: ...pringles.com to enter.