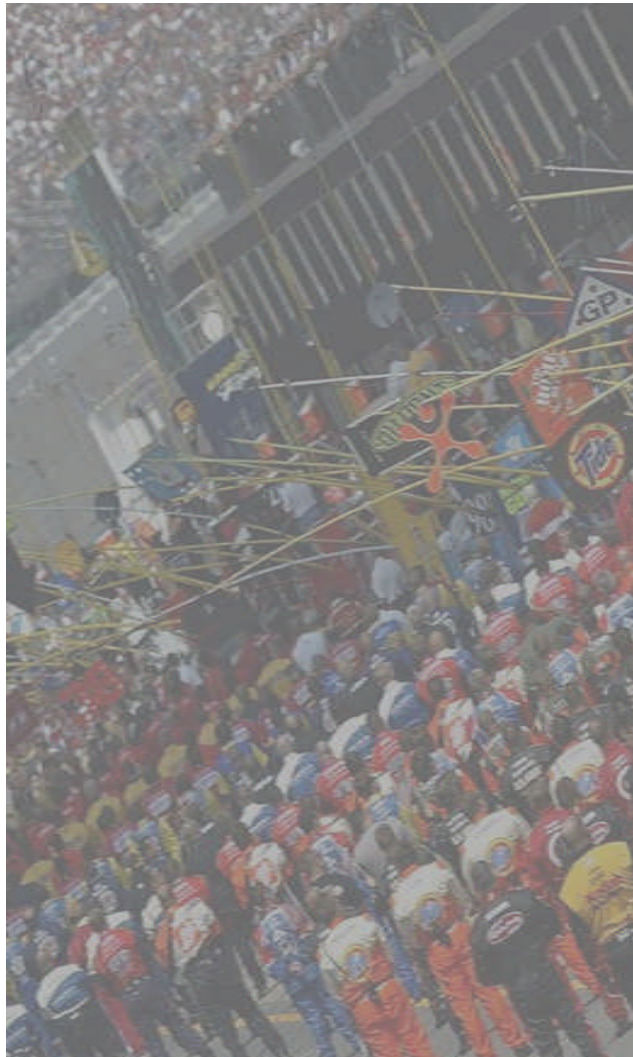




OWN THE NIGHT!™
2010



OWN THE NIGHT IN THE TOP NASCAR MARKETS!

- The Turn-Key Advertising & PR Platform
that Guarantees Maximum Impact in
All Race Markets***
- Your Brand Becomes the GO-TO-SOURCE
for What's Hot in Each Race City***



OWN THE NIGHT!™

2010

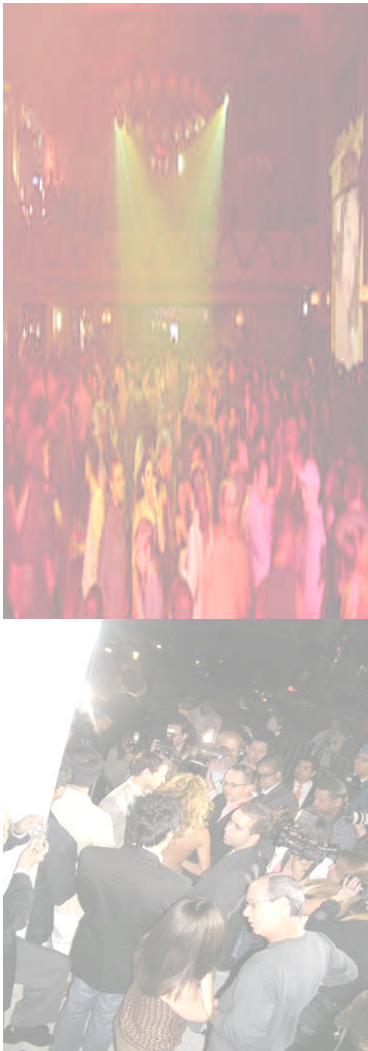


OWN THE NIGHT IN THE TOP NASCAR MARKETS!

- Every year, 75 million NASCAR fans spend more than \$2 billion on NASCAR-licensed merchandise.
- Every week, 150K to 250K NASCAR fans spend the weekend at a race track.
- Every week, these fans . . . sponsors . . . consumers . . . representing more Fortune 500 Companies than any other sport . . . spend Friday or Saturday night at some area bar or restaurant, wishing they could be at . . .

THE HOTTEST PARTY IN TOWN!

- In 2010, you have the opportunity to **Own That Party! & Own the Entertainment Content that Fuels the Fun!**





OWN THE NIGHT!™

2010



OWN THE NIGHT IN THE TOP NASCAR MARKETS!

SPEED NIGHTS™ represents your opportunity to own:

- A Turn-Key Advertising & PR Platform guaranteeing Maximum Impact in all Race Markets,**
- The Best Party in town for your Target Race Weekends,**
- Naming Rights making Your Brand the “Go-To-Source” for what’s “Hot” and what’s “Not” in every Race Market,**
- Online Activation keeping Your Brand *Front-of-Mind*,**
- Retail Activation generating substantial P.O.P. Support,**
- CRM Data Acquisition.**





OWN THE NIGHT!™

2010



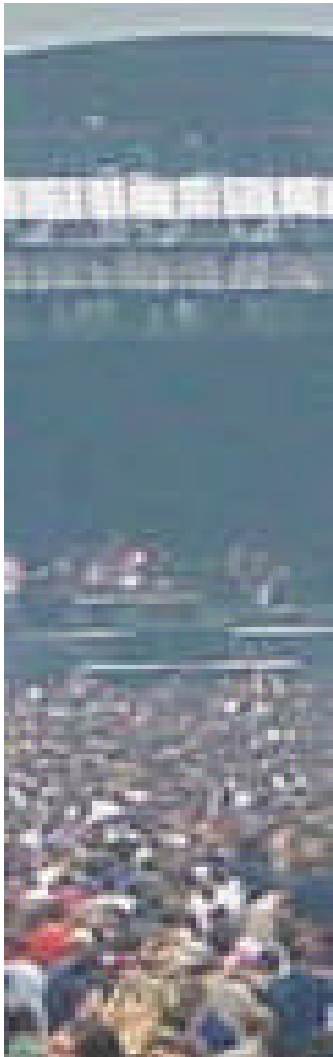
OWN THE NIGHT IN THE TOP NASCAR MARKETS!

Each week, SPEED NIGHTS™ will host a Party and Fan Concert for 2,000 of Your VIPs at a local venue.

Your Brand will control 2/3 of the Ticket Inventory for Exclusive Promotional Use.

Your Brand will have Exclusive Use of the Content from each of these Parties & Concerts.

Artists and NASCAR Drivers will be selected to suit each market .





OWN THE NIGHT!™

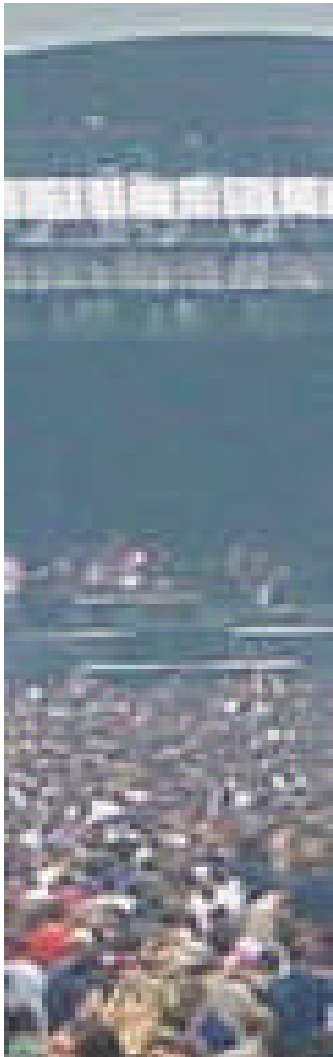
2010



OWN THE NIGHT IN THE TOP NASCAR MARKETS!

Available 2010 SPEED NIGHTS™ Race Markets

- Daytona, FL
- Los Angeles, CA
- Las Vegas, NV
- Atlanta, GA
- Bristol, TN
- Martinsville, VA
- Dallas, TX
- Phoenix, AZ
- Talladega, AL
- Richmond, VA
- Charlotte, NC
- Dover, DE
- Pocono, PA
- Brooklyn, MI
- Sonoma, CA
- Chicago, IL
- Loudon, NH
- Indianapolis, IN
- Watkins Glen, NY
- Kansas City, MO
- Miami Beach, FL





OWN THE NIGHT!™

2010



OWN THE NIGHT IN THE TOP NASCAR MARKETS!

The SPEED NIGHTS™ Web Site will provide a complete guide to NASCAR Race & Entertainment Related Activities in each race market.

- Track & Race Information**
- Restaurants & Bars**
- Maps, Airports, Rental Cars, 800 Numbers**
- Speed Nights Concert Information**
- Online Back-Stage-Pass featuring Today's Hottest Recording Artists, Highlights, and Sweepstakes to provide Unique Fan Experiences.**





OWN THE NIGHT!™

2010



OWN THE NIGHT IN THE TOP NASCAR MARKETS!

SPEED NIGHTS™ provides a Fully-Integrated Public Relations Campaign defining what's *Cool & Entertaining* in each Race Market.

A NASCAR-Targeted Media Buy keeps your brand

***Front-of-Mind* for the Race Season:**

- NASCAR Scene Magazine: Full Page Ads**
- In-Market Newspaper: (1/4) Page Ads**
- MRN & PRN Radio: (30") Ads on Each**
- Local (Rock & Pop) Radio Ownership & Promotions**
- NASCAR.com, RacingOne.com, Infieldparking.com,**
- Google: Run-of-Site Banner Ads reaching 1MM Fans**





OWN THE NIGHT!™

2010



OWN THE NIGHT IN THE TOP NASCAR MARKETS!

Internet Coverage

- **Official NASCAR Members Club™ E-Blast & Web Hits on www.nascar.com (3.7M Visits/Mo) = 3.7M Reach**
- **Official NASCAR Race Points™ E-Blast of 1 Million Consumers per Month: 30% Open Rate = 0.3M Reach**
- **Record Label & Artist Web Site Reach of 4M Reach**
- **Viral Marketing: *The Coolest Content on the Web!***
 - **Music Videos**
 - **Online Sweepstakes**
 - **Song Downloads**
 - **Artist Web Casts**
 - **Artist Chat Rooms**
- **NASCAR.com, RacingOne.com, Infieldparking.com, Google: Run-of-Site Banner Ads reaching 1MM Fans**





OWN THE NIGHT!™
2010



OWN THE NIGHT IN THE TOP NASCAR MARKETS!

Exclusive Web, Product, & GWP Content

- **Brand-Exclusive Web-Casts from Concerts**
- **Exclusive Back-Stage Footage from Artists & Drivers**
- **Exclusive Chat Room & Web-Cast Content**
- **Exclusive, Downloadable *SPEED NIGHTS™* Music and Programming**





OWN THE NIGHT!™

2010

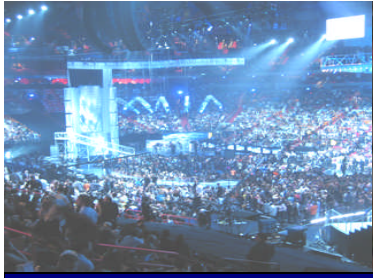


OWN THE NIGHT IN THE TOP NASCAR MARKETS!

Television Coverage

- **Reach of Approximately 2M Consumers/Market.**
- **Access on ESPN, FOX Sports & SPEEDTV Programming.**
- **Attempts at Magazine Format Programming, like:**
 - **ET**
 - **Access Hollywood**





OWN THE NIGHT!™

2010

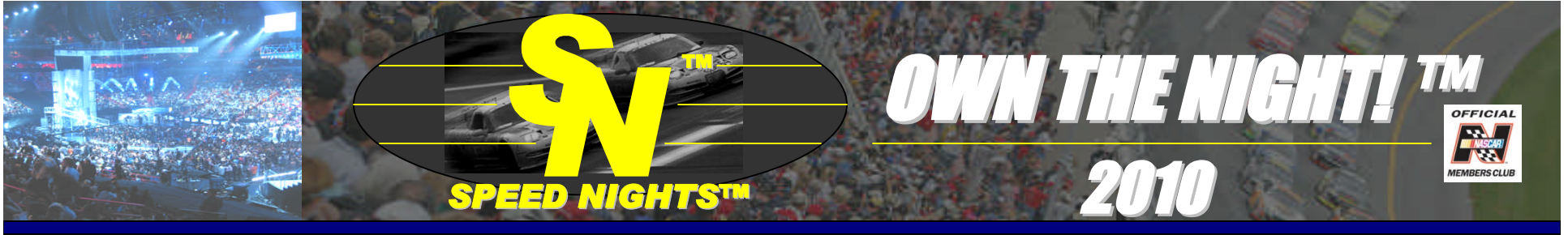


OWN THE NIGHT IN THE TOP NASCAR MARKETS!

Retail Activation

- **Target Multiple Markets**
- **Engage 10 Retail Outlets in Each Market**
- **Run a Sales Contest in Each Market for 4 Weeks**
- **The Retail Outlet with “Best P.O.P.” or “Highest Sales” Wins Exclusive Artist Appearance Valued at \$25K**
- **Each Retail Outlet Provides \$10K in P.O.S.**
- **ROI = \$100,000 per Market**





OWN THE NIGHT IN THE TOP NASCAR MARKETS!

CRM Acquisition

- **Online Music Video Premieres**
- **Branded Online Music Video Players**
- **Banners on Key Web Sites**
 - **Artist Site**
 - **Label Site**
 - **Artist My-Space & Blogs**
 - **You Tube**
 - **Branded E-Blasts to Fans**
 - **NASCAR, RacingOne, Infieldparking, Google**





OWN THE NIGHT!™

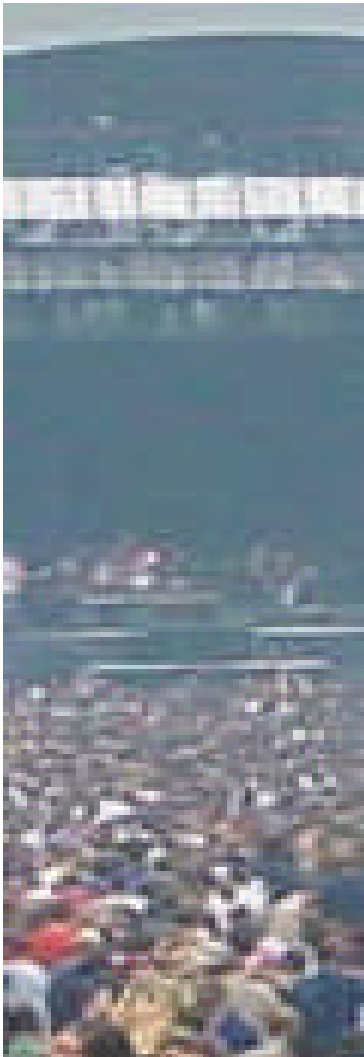
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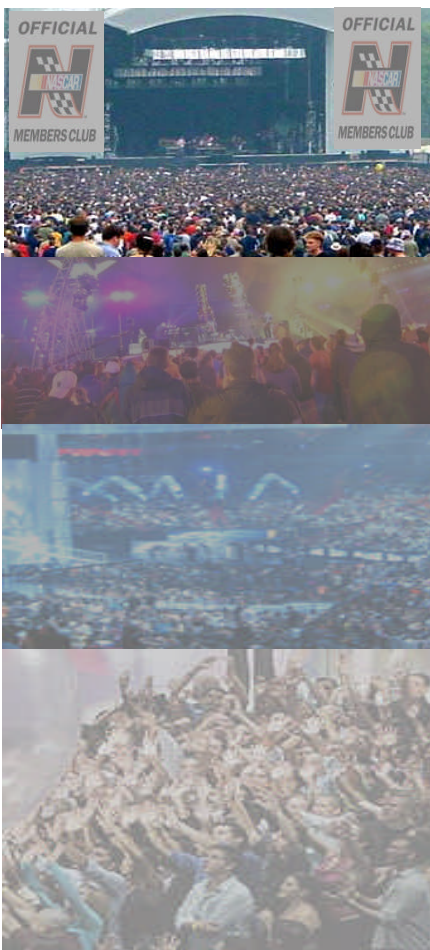


OWN THE NIGHT IN THE TOP NASCAR MARKETS!

The Most Powerful VIP Hospitality in Sports

- **Cost-Effective VIP Hospitality**
- **VIP Access to Your Customers' Favorite Recording Artists**
- **VIP Access to Your Customers' Favorite NASCAR Drivers**
- **All of the Excitement of NASCAR and The Entertainment Industry**





SPEED NIGHTS!™ Events

The selection of ***SPEED NIGHTS™*** dates as well as specific recording artists and drivers attending the events can be flexible based on Sponsor needs and desires, as well as touring schedules.

Single-Event Sponsorships Available



OWN THE NIGHT!™
2010



NASCAR

DEMOGRAPHICS

&

SPONSORS



75 Million Fans - 1/3 of the U.S. Adult Population

NASCAR GENDER DISTRIBUTION

Male	60%
Female	40%

AGE DISTRIBUTION

Age	U.S. Pop.	NASCAR Fans	Index
18-34	32%	32%	100
35-44	21%	26%	124
45+	47%	43%	91

INCOME DISTRIBUTION

	U.S. Pop.	NASCAR Fans	Index
\$30-50,000	22%	29%	132
\$50-75,000	18%	22%	122
\$75-100,000	12%	12%	100
\$100,000+	9%	8%	89

REGIONAL DISTRIBUTION

	U.S. Pop.	NASCAR Fans	Index
Northeast	20%	20%	100
Midwest	23%	24%	104
South	35%	38%	109
West	21%	19%	90

FAMILY AFFAIR

	U.S. Pop.	NASCAR Fans	Index
% of Families with kids under 18	36%	40%	111

NASCAR ETHNIC DIVERSITY*

	1999	2002	Trend [99-02]
% of NASCAR fan base (18+) who are Hispanic	7.0%	8.6%	+23%
% of NASCAR fan base (18+) who are African-American	6.9%	8.9%	+29%

FORTUNE



OWN THE NIGHT!™

2010



1 Wal-Mart	52 Wells Fargo	125 Wyeth	301 Fortune Brands
2 ExxonMobil	54 Walt Disney	134 Emerson Electric	304 Newell Rubbermaid
3 General Motors	57 Caterpillar	135 Kimberly-Clark	307 Yellow Roadway
4 Ford Motor Co.	61 PepsiCo	138 Delta Air Lines	308 ITT Industries
5 General Electric	63 Delphi	139 Anheuser-Busch	326 Federal-Mogul
6 Chevron Texaco	66 DuPont	153 Eastman Kodak	331 Sherwin-Williams
8 Citigroup	69 Viacom	156 Office Depot	334 VF
12 Berkshire Hathaway	72 Tyson Foods	157 Nextel	350 AutoZone
13 Home Depot	75 Honeywell Int'l	168 Waste Management	359 Black & Decker
17 Altria Group	77 Best Buy	171 MBNA	373 Family Dollar Stores
18 Bank of America	78 FedEx	182 Winn-Dixie Stores	377 Brunswick
21 Kroger	82 Sunoco	197 General Mills	383 Mattel
24 Pfizer	89 Weyerhaeuser	201 Dana	387 AMD
26 Procter & Gamble	92 Coca-Cola	215 Gillette Company	390 Charter Comm.
27 Target	95 EDS	234 Kellogg	396 Harrah's
28 Dell	98 News Corp.	236 PPG Industries	399 Radio Shack
30 Johnson & Johnson	99 Nationwide	249 Yum Brands	410 Maytag
31 Marathon Oil	102 Comcast	252 Ashland	429 Rockwell Automation
32 Time Warner	105 3M	259 H.J. Heinz	430 Timken
33 SBC Communications	106 Deere	265 Alltel	433 USG
35 Albertson's	107 Cendant	266 EMC	436 Hershey Foods
41 Microsoft	109 Georgia-Pacific	267 MeadWestvaco	445 Clorox
42 UPS	115 General Dynamics	273 SunTrust Banks	447 Molson Coors
43 Lowe's	116 McDonald's	278 Avon Products	455 Ecolab
45 Sears Roebuck	118 Visteon	280 Dollar General	464 Levi Strauss
49 Motorola	120 Goodyear	283 Gannett	487 Advance Auto Parts
51 Allstate	121 ConAgra Foods	300 KB Home	493 Stater Bros. Holdings

More Fortune 500 firms depend on NASCAR than any other sport

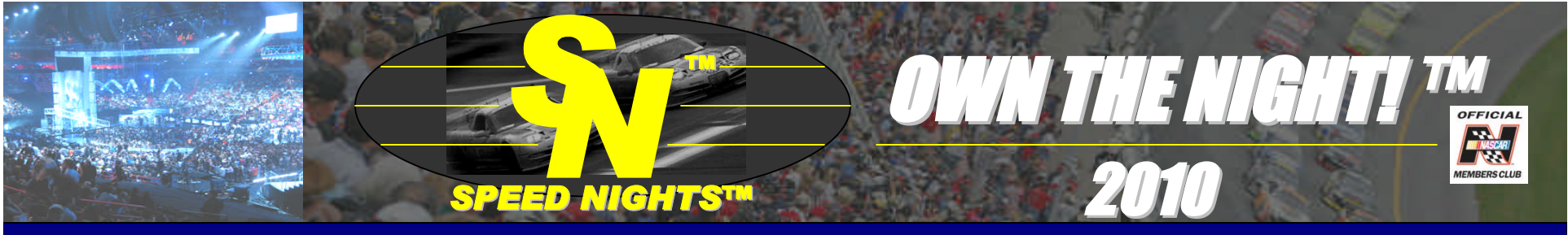


NASCAR

ON TELEVISION

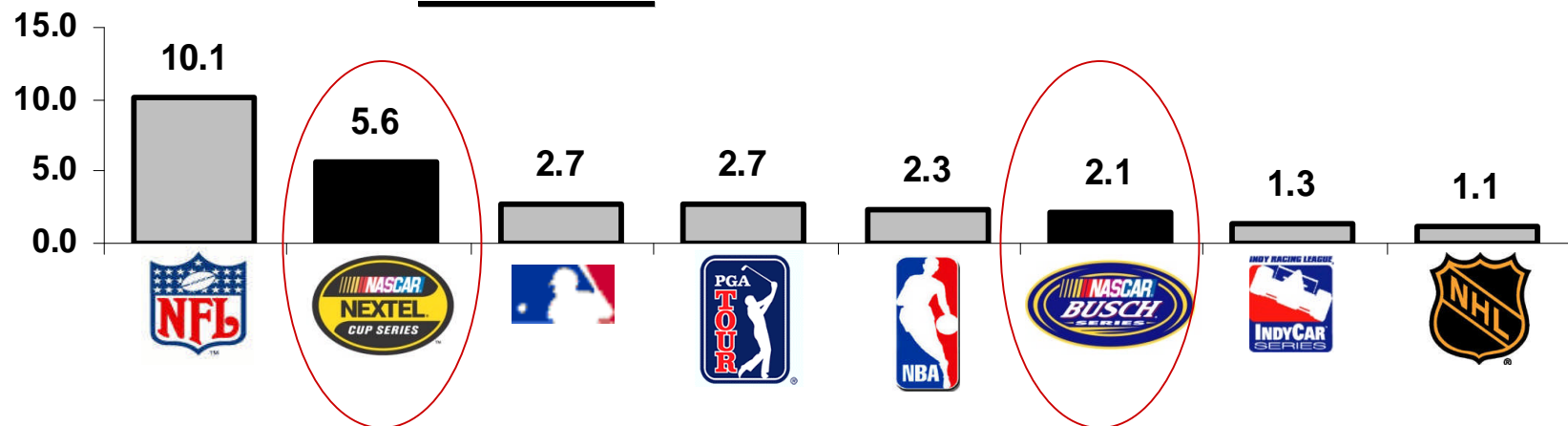
A photograph of a NASCAR race track at night. In the foreground, a race car is blurred, indicating high speed. In the background, a large electronic scoreboard displays race information. The scoreboard shows 'LAP 212 OF 400' and 'STARTED'. Below this, a list of drivers and their positions is shown:

DRIVER	POSITION	TIME
J. Gordon	1	35:61
Johnson	2	-25
Earnhardt Jr.	3	-98
Stewart	4	-119
Kenseth	5	-153

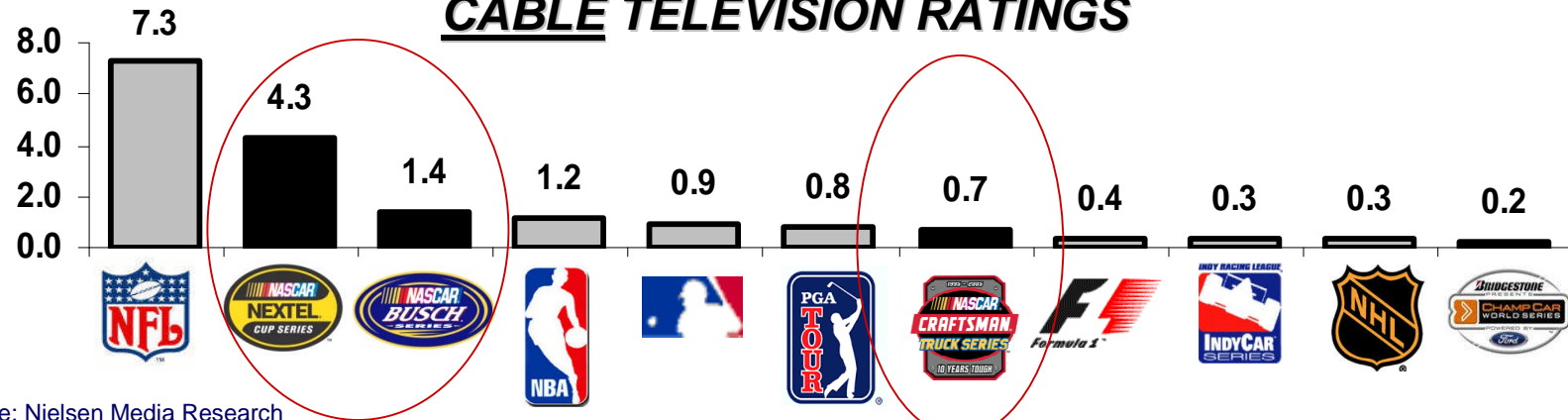


NASCAR on Television

NETWORK TELEVISION RATINGS



CABLE TELEVISION RATINGS



Source: Nielsen Media Research



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Contact: Pat O'Connor at 610-636-5805 or pat.oconnor@pocmedia.com

