

**MOTOR SPORT BUSINESS FORUM DEVELOPS NORTH
AMERICAN LINKS,
RON BAKER JOINS TEAM AS REGIONAL
REPRESENTATIVE**

25 February, 2008

The Motor Sport Business Forum has appointed Ron Baker as its exclusive North American representative. Baker will be responsible for all new exhibition, sponsorship and delegate sales and enquiries from the US and Canada.

The Forum is the must-attend event for motor sport's global commercial community and offers a unique opportunity to listen to new ideas, discuss sponsorship initiatives, network with high-level industry professionals and negotiate deals.

In its fourth year in Monaco, and with an additional event in the Middle East for 2008, the Forum will again be attended by senior level representatives from the major motor racing teams and championships, as well as top executives from some of the world's biggest motor sport sponsors.

As President of sports agency AVP Inc, Baker has been involved in marketing, televising and promoting major motor racing championships in North America for the past 18 years. He said: "Promoting the Motor Sport Business Forum is a natural fit for me. The Forum is the leading business event for the motor sport industry and I have the industry knowledge and access required to effectively promote it."

Along with the flagship event in Monaco, the Forum heads to the Middle East this year. As the only country in the region that currently hosts a round of the FIA Formula One World Championship, Bahrain was chosen to host the inaugural Motor Sport Business Forum Middle East. The Middle East has a strong presence in the motor sport industry with regional companies having invested in Formula One teams, Moto GP teams, FIA sanctioned circuits and the development of new racing series and grass roots motor sport.

The 2007 Monte Carlo event featured participation from Formula One teams' top executives and senior level representatives from the world of motor sport, including FIA President Max Mosley, BMW Motor Sport Director Mario Theissen, Toyota F1 President John Howett and Force India F1 team owner Vijay Mallya. The event hosted 540 participants from 35 countries, with 37 speakers and 10 conference sessions. Over 95 per cent of exhibitors confirmed their intention to return in 2008.

Event details as follows:



Motor Sport Business Forum: Monaco, December 10 and 11, 2008
www.motorsportbusinessforum.com

Motor Sport Business Forum Middle East: Bahrain, April 1 and 2, 2008
www.motorsportbusinessforummiddleeast.com

For all North American enquiries and information, please contact Ron Baker:

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