



**MOTOR SPORTTM
BUSINESS FORUM**

NORTH AMERICA

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***PREMIER NORTH AMERICAN MOTOR SPORT BUSINESS FORUM TO
DEBUT IN ORLANDO PRIOR TO P.R.I. SHOW IN DECEMBER***

ORLANDO, Fla. – (May 6, 2009) An unprecedented assembly of international motorsports leadership will present and discuss compelling industry trends at the inaugural North American Motor Sport Business Forum, December 8 – 9 in Orlando, Florida. The forum will be organized and hosted by Switzerland's IM2 Events, which has established a series of similar events in Europe and the Middle East, and Just Marketing International which will provide promotional support.

Making its North American debut, the prestigious Forum is the pinnacle business platform for motor sport. The event will focus on the commercial side of the sport featuring presentations from A-List presenters from leading teams, sponsors, championship promoters and industry executives. Leadership from the highest echelons of NASCAR, IndyCar, NHRA, ALMS, and Grand-Am Road Racing are expected among the event's featured speakers and panelists.

Attendees will receive unique knowledge through two full days of insightful presentations and idea-filled panel discussions. In one of its unique features, attendees will additionally have the unprecedented opportunity to network with the Forum's Who's Who of motor sport guests and each other during scheduled informal sessions. A variety of exhibitions from leading motor sports companies is also on tap.

Previous Forums in Europe and the Middle East featured presentations from leading executives from major championships including NASCAR, IRL, Formula One, MotoGP, A1GP World Cup of Motorsport, WRC, LMS, WTCC, BTCC as well as motor sport's world governing body, the FIA.

Simon Berger, Director of the Motor Sport Business Forum, said: "I am delighted that we are launching the Motor Sport Business Forum North America alongside PRI in December this year. In these times of economic instability, events like the Motor Sport Business Forum have become both highly relevant and important for the global motor sport industry. More than ever the promoters, teams, sponsors and investors require a platform on which they can listen to new ideas, discuss sponsorship initiatives, debate

current issues, network with industry professional, and negotiate deals.”

Zak Brown, Founder and CEO of Indianapolis-based Just Marketing International (JMI), the world’s leading motor sports-exclusive marketing agency, will act in the capacity of Forum Chairman. Brown has additionally pledged the assistance of JMI in promoting the inaugural North American forum.

“I’m delighted to support this Forum with IM2 Events, which has established a reputation as the undisputed leader in creating compelling motor sports industry programming,” said Zak Brown. “As an agency, JMI is exclusively dedicated to global motor sport marketing. We will use our collective experience and insider access to help ensure a stellar presenter line-up and a compelling array of topics.”

The Forum will be held at the Hilton Orlando, the first hotel connected to the Orange County Convention Center. The convention center houses the ensuing Performance Racing Industry Show (PRI), which follows the Motor Sport Forum on December 10-12, 2009. The PRI show includes 1450 companies as part of the world’s largest racing trade show. The hardcore racing technology showcase annually attracts approximately 40,000 buyers and attendees from 61 countries.

For more event information and to register for the 2009 North American Motor Sport Business Forum go to: <http://www.msbforum.com/northamerica>

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