



Ramp Up For Motor Sport Business Forum North America Begins This Weekend at the “World Center of Racing”

DAYTONA BEACH, Fla. (June 30, 2009) – The NASCAR nation will be making its second and final stop of the racing season at Daytona International Speedway this weekend but many top owners, industry officials, sponsor representatives and key power brokers from within America’s most successful form of auto racing will be back in Central Florida near the end of this year for another major motor sport event.

The inaugural Motor Sport Business Forum-North America (MSBF-NA) will be held at the new Hilton Orlando, December 8 - 9, 2009, and several influential names from within the greater NASCAR industry have already been confirmed as panelists or presenters during the two-day event. The list includes **Steve Phelps**, NASCAR Chief Marketing Officer, **Roger Vandersnick**, International Speedway Corporation (ISC) Senior Vice President of Marketing and Business Operations, and **Roger Edmondson** Grand-Am Road Racing and AMA Pro Racing President, all of whom are based in the “Word Center of Racing.”

The MSBF-NA will also feature participation from several high-profile NASCAR sponsor representatives and **Ron Rogowski**, UPS Director of Sponsorships and Events, and **Suzy Deering**, Verizon Executive Director of Media and Sponsorships, have already been confirmed.

Phelps and Edmondson are scheduled to participate in the Forum’s opening panel address on the “State of North American Motorsports” while Vandersnick will be part of a panel focusing on “Building the Show – Event Promoters.” Rogowski will be among a group addressing “Opportunity through the Sponsors Eyes” and Deering will be one of several sponsor representatives speaking on the “Aces of Activation.”

The Forum will be organized and hosted by Switzerland’s IM2 Events, which has established a series of similar events in Monaco and Abu Dhabi. Just Marketing International (JMI) will serve as the North American co-host and manage the marketing and communications. Although Orlando will mark the North American debut, the European and Middle East events have already established the MSBF as the pinnacle business platform for global motor sport. The only multi-national series of motor sport business forums in the world, the 2009 schedule also includes Abu Dhabi, October 27 – 28, and Monaco, December 9 – 10.

“We are delighted to bring our proven Forum events to North America and we have been very pleased with our initial reception and response,” said IM2 President Simon Berger. “Our successful event in Europe has been held in Monaco for the last five years and our

expansion to Abu Dhabi in the increasingly influential United Arab Emirates region of the Middle East was a great success last year. Moving to North America was the next logical step and Orlando in Central Florida was the ideal location.”

Like its sister events, the Orlando edition will focus on the commercial side of the sport and will feature presentations from an A-list gathering of management representatives from leading teams, sponsors, championship promoters and industry executives. In addition to the strong presence from the “World Center of Racing” Daytona campus that is home to NASCAR, ISC, Daytona International Speedway, Grand-Am Road Racing and AMA Pro Racing, the Forum will also feature top-level participation from IndyCar, NHRA, Formula 1, ALMS, MotoGP and other motorsports organizations. High-level representation from recognized and relevant sports, marketing and entertainment organizations from beyond motor sport will also be included in the packed two-day agenda.

“Daytona this weekend is the perfect venue to launch our awareness campaign for the Motor Sport Business Forum-North America,” said Just Marketing CEO and Founder Zak Brown, who will serve as the Orlando event’s Forum Chairman. “We would like to join Simon Berger and our partners at IM2 in thanking the upper management of the greater NASCAR business organization in Daytona for helping us establish a solid foundation for what promises to be a great debut event. We will be back in central Florida just over five months from now for the first Motor Sport Business Forum-North America and we couldn’t think of a better location to establish our U.S. presence.”

Forum 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.

The MSBF-NA will be held in the run-up to highly popular Performance Racing Industry (PRI) Trade Show, the biggest exhibition in global motor sport, and a must-attend event on the annual American racing business calendar.

The full conference agenda for MSBF-NA will be released shortly with further high-profile speakers set to confirm their participation in the coming weeks.

To register for any MSBF event go to: www.msbforum.com