



Lesa France Kennedy Named Keynote Speaker for December Motor Sport Business Forum North America in Orlando

DAYTONA BEACH, Fla. (July 3, 2009) – Lesa France Kennedy, Vice Chair and Chief Executive Officer of International Speedway Corporation (ISC) and Vice Chair and Executive Vice President for NASCAR, will be a featured Keynote Speaker at the inaugural Motor Sport Business Forum-North America (MSBF-NA) at the Hilton Orlando, December 8 - 9, 2009.

The announcement was made in a press conference today at Daytona International Speedway where Forum Chairman Zak Brown, Founder and CEO of global motorsports-exclusive marketing agency Just Marketing International (JMI), addressed the media along with other confirmed participants.

“We are delighted to have Lesa France Kennedy join us for the inaugural Motor Sport Business Forum-North America,” Brown said. “Lesa’s keynote address on the final day of the event will no doubt be one of the major highlights of the forum. The fact that we will be nearby in Orlando makes this a perfect fit, but the ‘World Center of Racing’ obviously is an international power on the global motor sport scene as well. Few are closer to the inner workings of everything that is happening in Daytona than Lesa France Kennedy and we are already looking forward to her participation.”

France Kennedy was President of ISC until just last month and prior to that held the position of Executive Vice President of the Company from 1996 to April 2003. She joined ISC in 1983 and was named to the Board of Directors a year later. She also served as ISC’s secretary from 1987 – ’96 and treasurer from 1989 – ’96.

The MSBF-NA will be organized and hosted by Switzerland’s IM2 Events, which has established a series of similar events in Monaco and Abu Dhabi. Brown, recognized as a leading motorsports ‘Insider,’ and JMI will serve as the North American co-host and manage the marketing and communications.

Although Orlando will mark the North American debut of the MSBF, the sister events in Europe and Middle East have already established these forums 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.

France Kennedy will join opening-day presenter **Bobby Rahal**, President and CEO of Rahal-Letterman Racing, as the featured Keynote Speakers at the Orlando event. Additional confirmed panelists and participants include **Steve Phelps**, NASCAR Chief

Marketing Officer, **Roger VanDerSnick**, ISC Executive Vice President and Chief Operating Officer, **Roger Edmondson** Grand-Am Road Racing and AMA Pro Racing President, **Ron Rogowski**, UPS Director of Sponsorships and Events, and **Suzy Deering**, Verizon Executive Director of Media and Sponsorships, have already been confirmed. A full list of additional panelists and participants will be announced in the coming weeks.

Like the Abu Dhabi and Monaco 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.

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.

The new Hilton Orlando is 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 1,450 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.

To register for any MSBF event go to: www.msbforum.com. Media may contact Adam Saal at (321) 890-2848 or SaalGoodPR@gmail.com for additional information.