



Nearly Two Dozen Panelists Added To December Motor Sport Business Forum North America in Orlando

DAYTONA BEACH, Fla. (July 16, 2009) – Following the promotional launch of the Motor Sport Business Forum-North America (MSBF-NA) at Daytona International Speedway a little over a week ago, nearly two dozen panelists have been added to the agenda for the inaugural event at the Hilton Orlando, December 8 - 9, 2009.

The list of confirmed panelists is currently at 30 with several more motorsports industry notables in line to join the event in the coming weeks. The new additions collectively represent a who's who of top executives from the international motorsports industry, including major international sponsors, top team principals, sanctioning body executives and the organizers and operators of some of the most successful races and circuits in the world.

The Motor Sport Business Forum North America will be organized and hosted by Switzerland's IM2 Events, which has established a series of similar events in Monaco, Abu Dhabi and Malaysia. Just Marketing International (JMI), the leading global motorsports-exclusive marketing agency, will serve as the North American co-host and manage the marketing and communications.

The recent confirmations – which are listed at the end of this release – were jointly announced by IM2 Founder & CEO Simon Berger and JMI Founder and CEO Zak Brown, who will serve as the Orlando event's Forum Chairman.

“We have held Motor Sport Business Forums in Monaco for the last five years and successfully launched the Middle East edition in 2008,” Berger said. “We quickly learned in organizing those events that it is the quality and depth of the actual panelists that separates MSBF events from all others so I am very pleased that so many major players from the global motor sport arena have made early commitments to our inaugural North American event.”

The 22 new confirmations include several executives that have been in the works for the past several weeks as well as a few key insiders that came forward after hearing about the MSBF-NA at Daytona. The impressive group joins several previously announced panelists, including featured Keynote Speakers **Lesla France Kennedy**, Vice Chair and Chief Executive Officer of International Speedway Corporation (ISC) and Vice Chair and Executive Vice President for NASCAR, and **Bobby Rahal**, Co-Owner and Team Principal of Rahal-Letterman Racing. Other confirmations include **Steve Phelps**, NASCAR Chief Marketing Officer, **Roger VanDerSnick**, International Speedway Corporation (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, **Suzy Deering**, Verizon Executive Director Brand Marketing, Media and Sponsorships and **Andrew Barrett**, VP, Marketing CMO HQ, Global Sponsorship & CMO Americas for LG Electronics.

“Our goal is to deliver a truly international line up of speakers and panelists while at the same time showing the world that North America has a lot to offer on the worldwide motorsports marketing arena,” said Brown, who has participated in past MSBF events. “Our current list of panelists is impressive and equally impactful announcements will be made in the coming weeks.”

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.

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. 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 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.msbfforum.com. Media may contact Adam Saal at (321) 890-2848 or SaalGoodPR@gmail.com for additional information.

**Motor Sport Business Forum North America
New Panelists as of July 16, 2009**

Hank Adams CEO of SportVision	John Hodgson Former Senior Vice President and Chief Sales and Marketing Officer of Dupont
Terry Angstadt President, Commercial Division of the Indy Racing League (IRL)	Christian Horner Team Principal of Red Bull Racing Formula 1
Jost Capito Director of Global Performance Vehicles & Motorsports Business Development, Ford	Steve Madincea Founder and Group Managing Director of Prism
Marshall Carlson General Manager of Hendrick Motorsports	Rob Malcolm Former President of Global Marketing, Sales and Innovation of Diageo
Ian Carter President of Global Operations for Hilton	Jim Michaelian President and CEO of the Grand Prix Association of Long Beach
Eddie Cheever CEO of Coyote Cars	Tony Pace Senior Vice President, CMO and SFAFT of Subway Restaurants
Joie Chitwood President and COO of Indianapolis Motor Speedway	Pau Serracanta Managing Director of Dorna
Doug Fehan Manager of Corvette Racing	Jeffrey Stern Managing Director of IFM/SMS
Nigel Geach Director of IFM/SMS	Liz Ware Senior Vice President of IEG
Kim Green CEO of Andretti Green Racing	Martin Whitaker CEO of the Bahrain International Circuit