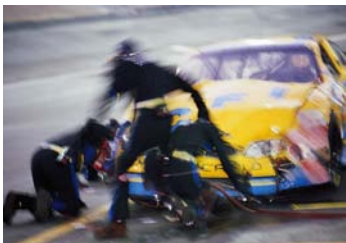


Marketing with Altamont Motorsports Park



Altamont Motorsports Park is a NASCAR-sanctioned motorsports park featuring a family-friendly environment for enjoying the fastest growing spectator sport in America. Race day welcomes fans from across the country to see some of the most competitive racing in the world. Whether you want to entertain your best customer in our incredibly dynamic and exciting sports environment, or position your product or service before the most brand-loyal fans in all of sports, Altamont Motorsports Park will put the horsepower of racing to work for you with a host of marketing opportunities.

The Altamont Motorsports Park Opportunity

More than 6 million people reside within a 90-minute drive of Altamont Motorsports Park, which accesses the entire San Francisco Bay Area and the Sacramento Delta markets. Market extrapolations identify 141,739 motorsports fans in the local market (60-mile radius) and an additional 63,885 fans in the surrounding market (100-mile radius). That gives Altamont Motorsports Park sponsors, advertisers and partners access to an audience of more than 200,000 of the most loyal, brand-supportive fans found in any sport, anywhere in the world.

The Altamont Motorsports Park Fan Profile

- Male: 60%; Female: 40%
- Married: 52%
- Age distribution
 - 5-17 14% (with attending parent)
 - 18-20 15%
 - 21-34 22%
 - 35-49 22%
 - 50-65 18%
 - 65+ 9%
- Household income: 64% above \$70,000 per year; 17% above \$100,000 per year
- Education: 61% (21+ years old) are college educated or degreed; 9% have post-graduate degree

Altamont Motorsports Park Facility Differentiators

- Largest paved oval (1/2-mile) between Redding and Los Angeles (561 miles)
- Six tracks with 18 possible configurations:
 - 1/4- and 1/2-mile paved ovals
 - Road course
 - Figure-8 track
 - Kart course
 - Drifting track
- 7,500-seat grandstands with view of all tracks and configurations
- 2006 upgrade of competitor amenities for safety and convenience
- Landscaped, secure, family-friendly facility
- Multiple hospitality facilities and 2 outdoor BBQ areas for guests and competitors
- Facility-wide Wi-Fi access
- Online ticket sales



Altamont
MOTORSPORTS PARK

3333 G Street
Atwater, CA 95301
209.383.7671

www.AltamontRacing.com