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INDY RACING LEAGUE AND IMAGE IMPACT ANNOUNCE PARTNERSHIP TO EVALUATE TEAM SPONSORSHIP EXPOSURE

Kansas City, MO - Image Impact, the leading Web-based provider of brand placement measurement and valuing, will supply IndyCar Series and Firestone Indy Lights teams, brand exposure analysis information during all race broadcasts throughout the 2009 season in a partnership announced with the Indy Racing League, the sanctioning body for the IndyCar Series and Firestone Indy Lights.

Using cutting-edge technology, Image Impact provides the client with comprehensive, verifiable brand placement evaluation and analysis information to make predictive decisions and validate placement values.

"We are very excited about this partnership with Image Impact and the opportunity to give our teams analysis and brand exposure following each IndyCar Series event," said Greg Gruning, vice president of sales for the Indy Racing League. "We see this as a very valuable tool particularly now with the economic climate we face. Our relationship with Image Impact will give teams comprehensive, accurate, verifiable, timely and relevant data on a regular basis."

"We applaud the IRL for their insight and goal-oriented vision. They are dynamic thinkers with a true vision. As leaders in the motorsports industry, they continue to demonstrate acumen on and off the track. I sense tremendous growth with the IRL, as exemplified with their unprecedented 10-year broadcast deal with Versus, and their foresight to support their teams," said Mike Baron, Vice President of Business Development and Sales for Image Impact. "Working with a property like the IRL is a privilege and we look forward to exceeding their expectations."

The 2009 IndyCar Series and Firestone Indy Lights opened their seasons on April 5 with the Honda Grand Prix of St. Petersburg. "The Greatest Spectacle in Racing," the Indy 500, ran on Sunday, May 24 with Helio Castroneves winning his third career Indy 500.

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Image Impact, Inc.[®] is a leading Web-based provider of brand placement measurement and valuing within mass media programming. Utilizing cutting-edge delivery platforms such as BrandBase[®] (www.brandbase.tv), clients are provided with comprehensive, verifiable brand placement evaluation and consulting analysis to take them *Beyond the Numbers*SM. Image Impact is the official provider of brand placement analysis information for Major League Baseball. Image Impact continues to provide brand placement measurement for ESPN, FOX Sports, MasterCard, Sprint, LPGA, PGA, BASS, Feld Motorsports, CBS Sports, Canadian Football League, UFC/WEC, among many others. Visit www.imageimpact.tv for more information.

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