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INTERNATIONAL SPEEDWAY CORPORATION TO PARTNER WITH IMAGE IMPACT TO PROVIDE BRAND INTELLIGENCE

Kansas City, MO. - Image Impact is announcing today a multi-year partnership with International Speedway Corporation (ISC) to provide brand exposure data, insights and analytics to each of ISC's 12 tracks. Image Impact will provide in-race sponsorship exposure results covering all track assets and race entitlement exposures from the NASCAR Sprint Cup Series, NASCAR Nationwide Series and the NASCAR Camping World Trucks Series broadcasts. They will also be providing all ISC tracks with race entitlement exposures that is picked up on local news affiliates across all 210 DMA's, 150 major cable stations as well as monitoring all Motor Racing Network (MRN) Radio broadcasts. This TVNews and Radio Monitoring is a part of an overall value-added package of services that will greatly assist ISC with continuing to deliver strong value to their corporate partners.

One of the key components of the partnership is having Image Impact provide its Brand Information IntelligenceSM analytics services to ISC and its tracks. By studying the sponsorship exposure across all 12 properties, Image Impact is able to identify key findings and best practices and therefore assist ISC with improving sponsorship delivery to all partner brands.

"We continue to explore opportunities to demonstrate the significant value our facilities and sponsorship platforms deliver to partners," said ISC Vice President and Chief Marketing Officer Daryl Q. Wolfe. "In addition to the several million fans that attend our premier events year-round, tens of millions more view our races on television and listen to our broadcasts across MRN and its hundreds of affiliates. By partnering with Image Impact, we can provide quantifiable results and strategic intelligence to our partners in order to help them maximize the results of their relationship with ISC."

"We commend ISC in taking a proactive approach on behalf of their partner tracks to get the most comprehensive and accurate brand exposure results available today," said Mike Baron, Vice President of Business Development and Sales for Image Impact. "We are confident that ISC can use our intelligence information to continue to deliver strong value to their corporate partners with an eye on improving the future of motorsports sponsorships."

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Image Impact, Inc.[®] is the 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, Lowe's, Indy Racing League, Speed TV, LPGA, BASS, Feld Motorsports, CBS Sports, UFC/WEC, among many others. Visit www.imageimpact.tv for more information.

About ISC:

International Speedway Corporation is a leading promoter of motorsports activities, currently promoting more than 100 racing events annually as well as numerous other motorsports-related activities. The Company owns and/or operates 13 of the nation's major motorsports entertainment facilities, including Daytona International Speedway[®] in Florida (home of the Daytona 500[®]); Talladega Superspeedway[®] in Alabama; Michigan International Speedway[®] located outside Detroit; Richmond International Raceway[®] in Virginia; Auto Club Speedway of Southern CaliforniaSM near Los Angeles; Kansas Speedway[®] in Kansas City, Kansas; Phoenix International Raceway[®] in Arizona; Chicagoland Speedway[®] and Route 66 RacewaySM near Chicago, Illinois; Homestead-Miami SpeedwaySM in Florida; Martinsville Speedway[®] in Virginia; Darlington Raceway[®] in South Carolina; and Watkins Glen International[®] in New York. In addition, ISC promotes major motorsports activities in Montreal, Quebec, through its subsidiary, Stock-Car Montreal.

The Company also owns and operates MRN[®] Radio, the nation's largest independent sports radio network; the Daytona 500 Experience[®], the "Ultimate Motorsports Attraction" in Daytona Beach, Florida, and official attraction of NASCAR[®]; and Americrown Service CorporationSM, a subsidiary that provides catering services, food and beverage concessions, and produces and markets motorsports-related merchandise. In addition, ISC has an indirect 50 percent interest in Motorsports Authentics[®], which markets and distributes motorsports-related merchandise licensed by certain competitors in NASCAR racing. For more information, visit the Company's Web site at www.internationalspeedwaycorporation.com.

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