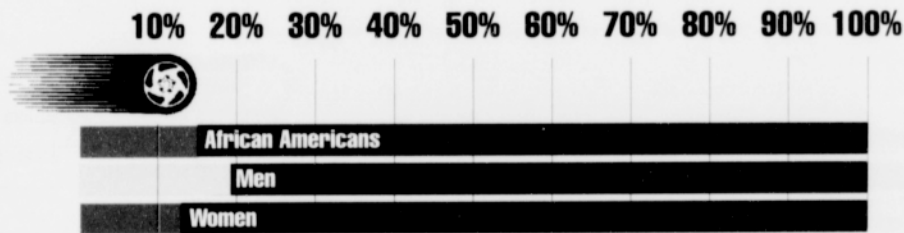


MOTORSPORTS STATS

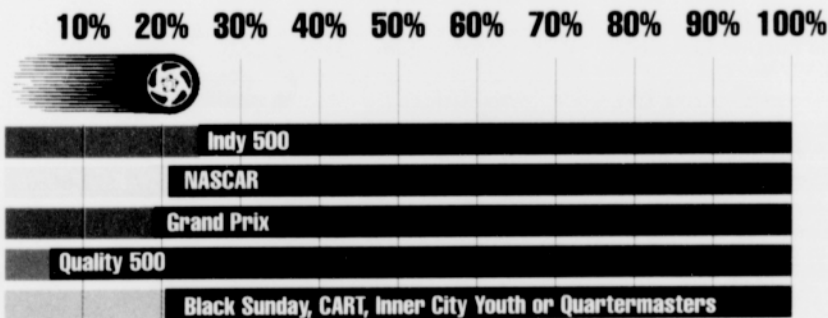
A recent survey of 1,000 African Americans across the US revealed that we have a very strong interest in racing events. The survey polled African Americans in Atlanta, Chicago, Detroit, Houston, Los Angeles, New York/New Jersey, Oakland/San Francisco, Philadelphia, Tampa/Orlando, and DC/Baltimore. The results suggest that there is an opportunity to reach African American consumers through motorsports events, says Dr. Darlene Williamson, president and CEO of Performax

Consulting Services, a Detroit-based consumer research firm. Two out of 10 respondents were aware of organizations that sponsored motorsports events, with 75% recalling non-automotive companies and 34% recalling automotive sponsors. The respondents were primarily males age 35-44, college educated, with an average household income of \$35,000 to \$50,000. Only 5% of all responding to the survey, primarily elderly men, listened to motorsports activity on radio.

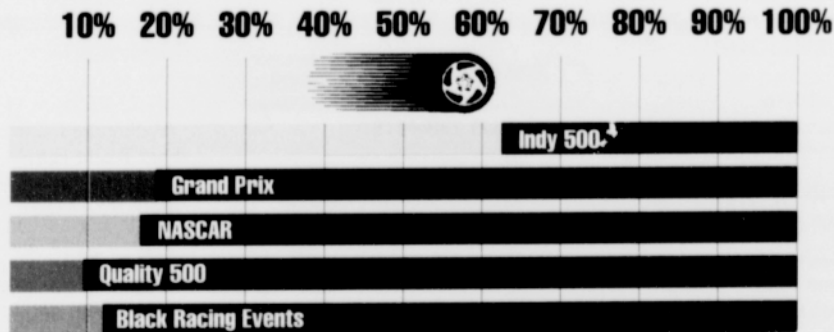
15% African Americans who belong to a Motorsport Association or Club.



32% attended a race or motorsports event last year.



54% watched a motorsports event on television.



Sources: Performax Consulting Services and Quantum Marketing