



To: All Sport Departments – Auto Racing Concerns

From: historicnws.com – C/O Alton McBride Jr.

Re: Goodyear Named as Presenting Sponsor of North Wilkesboro Speedway

Date: January 14, 2010

FOR IMMEDIATE RELEASE

Goodyear Named as Presenting Sponsor of North Wilkesboro Speedway

By: Alton McBride Jr.

January 14, 2010 – North Wilkesboro, NC

Speedway Associates Inc. and Goodyear Tire and Rubber Company, would like to announce a 3 year Presenting Sponsor of North Wilkesboro Speedway Presented by Goodyear. “This is simple, old fashion short track racing at its best, which is why Goodyear is involved” Justin Fantozzi, Global Marketing Manager for Goodyear.

As part of the Presenting Sponsorship to North Wilkesboro Speedway, Goodyear has also been named as the Presenting Sponsor of the North Wilkesboro Speedway/Goodyear Benevolent Fund. This fund has been specifically created as a direct benefit to drivers and drivers families in need. Over the next 3 years North Wilkesboro Speedway Presented by Goodyear will be rolling out a small line of motorsports collectibles that will commemorate Historic North Wilkesboro Speedway Presented by Goodyear.

“This is big in so many ways. The marketing partnership is old school simple and something that people nationwide will understand. The fans get it, short track fans, and racers understand and they will grow to see exactly what this partnering alliance means specifically to benefit on the short track level and beyond. Fact is, now not only is SAI doing the right thing for the right reasons, but major players have studied the plan, they have done their home work and they are stepping out to make the difference to preserve and improve our short track racing heritage. Time is of the essence and we are excited that Goodyear has made this commitment at Historic NWS directly benefiting short track racers and fans. Speedway Associates Inc. is proud to align with Goodyear in their giving back in a huge tangible way.” Dave Ehret, Race Director, Speedway Associates Inc.

During the next 3 years, Historic North Wilkesboro Speedway Presented by Goodyear will be working NWS opportunities with Goodyear Tire and Rubber retail stores as well.

###