



MOTOR SPORT BUSINESS FORUM NORTH AMERICA



MOTOR SPORT BUSINESS FORUM NORTH AMERICA - ORLANDO HILTON - DECEMBER 8, 2009 - DAY 1 RECAP

Strong Turn Out For Inaugural Motor Sport Business Forum North America



Team Ownership in Changing Times

- Zak Brown** *Founder and CEO, JMI*
- Marshall Carlson** *President, Hendrick Motorsports*
- Kevin Thomas** *VP Strategic Marketing, Roush Fenway Racing*
- Bud Denker** *EVP, Penske Racing*
- Doug Fehan** *Manager, Corvette Racing*
- Michael Waltrip** *Team Principal, Michael Waltrip Racing*

ORLANDO, Fla. (December 8, 2009) - The inaugural Motor Sport Business Forum North America (MSBF-NA) moved off to an exciting and impactful start Tuesday at the Orlando Hilton where a strong gathering of more than 260 delegates has turned out for the first U.S. edition of the successful MSBF events. A full day of four separate panel discussions and a Keynote luncheon address by former champion driver and winning team owner Bobby Rahal led straight into an early-evening poolside champagne reception hosted by The Walt Disney Company.

"We are very pleased with the initial number of delegates for our first North American Forum," said Simon Berger, Founder and CEO of IM2 Events, which owns and organizes the worldwide MSBF series. "The participation is encouraging and is actually slightly more than the first edition of our flagship Monaco Forum which has now grown to over 700 delegates for this year's event, which begins on Wednesday. Without question, we see the potential for similar growth

with the North American edition in the coming years as well. We are off to a great start."

Berger touted the blue-chip caliber of the MSBF-NA's line up of panelists as being a prime factor in the successful debut.

"This is as good a line up for a Motor Sport Business Forum as we have ever had," Berger said. "We are deeply grateful to all of the top executives that have taken the time to join us and equally as pleased that so many delegates have turned out to hear what they have to say."

The day began with welcome comments from Conference Chairman Zak Brown, Just Marketing International (JMI) Founder and CEO, who collaborated with Berger and IM2 in bring the proven MSBF series to North America.

"I have attended the Monaco Motor Sport Business Forum the last few years and knew that what Simon and his people

have created there and at some of their other international forums would work here in North America," Brown said. "More importantly, I also firmly believe that this type of focused forum experience is exactly what is needed here and we took a big step in proving that today."



PAUL NEWMAN AWARD UNVEILED

A surprise announcement Tuesday night at the MSBF-NA was the unveiling of the new Paul Newman Winning Through Giving Award that was presented to Jim France, NASCAR Executive Vice President and International Speedway Corporation Chairman. The new award will be annually presented on behalf of the Paul Newman Family to an individual that embodies Paul Newman's dual passions for philanthropy and the advancement of auto racing. A charitable donation in France's name will be made to Stamford Hospice.



WEDNESDAY'S HIGHLIGHT

The full and final day of the inaugural Motor Sport Business Forum North America will be highlighted by a luncheon Keynote address from Lesa France Kennedy, International Speedway Corporation Chief Executive Officer. Tuesday's Keynote address was delivered by former Indianapolis 500 winning driver and team owner Bobby Rahal, who detailed the new Historic Motorsports Productions (HMP). The complete Wednesday schedule can be found on the back page of this newsletter.

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THE WALT DISNEY COMPANY CHAMPAGNE RECEPTION



After a full day of panel presentations, Rahal's Keynote and networking, MSBF-NA delegates were treated to a gala champagne reception hosted by The Walt Disney Company Tuesday evening poolside at the all-new Orlando Hilton. Disney's Lawrence Aldridge, Senior Vice President Corporate Alliances, addressed attendees and previewed the upcoming Disney movie *Tron Legacy*.

MOTOR SPORT BUSINESS FORUM NORTH AMERICA - DECEMBER 9, 2009 - DAY 2 SCHEDULE

8:00 a.m.	REGISTRATION AND COFFEE	
9:00 a.m.	Opening Remarks - Review of Day 1	Zak Brown - Conference Chairman
9:15 a.m.	Opportunity through the Sponsors' Eyes (Why) Diageo UPS Hilton Coca-Cola Subway Restaurants Bridgestone	Rob Malcom - Former President, Global Marketing Sales & Innovation (Moderator) Ron Rogowski - Director of Sponsorship Ian Carter - President, Global Operations Ben Reiling - Director of Motorsports and NASCAR Bill Anderson - VP Marketing, Subway Canada Al Speyer - Executive Director, Bridgestone Firestone Racing
10:15 a.m.	Coffee	
10:45 a.m.	Aces of Activation (How) JMI Canadian Tire Corporation DuPont Ford Motor Company Freescale Semiconductor Apex-Brasil	Zak Brown - Founder and CEO (Moderator) Susan Lute - Strategic Marketing Manager Todd Freeman - Marketing Effectiveness Group Manager Brian Wolfe - Director, North America Motorsports Henri Richard - SVP, Chief Sales & Marketing Officer Silvia Pierson - Operations Manager, Apex-Brasil U.S. Office
Noon	Lunch, Exhibition and Networking: Keynote address	Lesla France Kennedy, CEO of ISC
2:00 p.m.	Measurement: The Search for ROI DuPont IFM SMS The Nielsen Company TNS Global	John Hodgson - Former SVP, Chief Sales and Marketing Officer (Moderator) Jeffrey Stern - Managing Director Nigel Geach - Director Stephen Master - VP, Nielsen Sports Tracie Schoenadel - Senior VP
3:00 p.m.	Coffee	
3:30 p.m.	Value Proposition: <i>Motor Sports within Sports Entertainment</i> JMI IMG PBR Kangaroo TV The Walt Disney Company High Road Sports	Tom Moser - EVP Strategy (Moderator) Mark Dyer - SVP Strategic Planning and Development Rick Patterson - Chairman Robert Mimeault - President and CEO Lawrence Aldridge - SVP, Corporate Alliances John Cutler - VP Business Development
4:30 p.m.	Closing Remarks	Forum Chairman
5:00 p.m.	Forum Closes	

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