

### RC DRIVER WINS SPEED CHANNEL EXPOSURE FOR RC CARS AT MAJOR NASCAR NEXTEL CUP SERIES RACE

RC Driver magazine's Brickyard RC Challenge, staged at the Indianapolis Motor Speedway in conjunction with practice and qualification sessions for the Allstate 400 at the Brickyard, drew the attention of the popular "NASCAR Nation" and "Infield Hot Pass" television programs on SPEED Channel. In SPEED Channel's upcoming coverage of the events surrounding the 12th running of the Allstate 400 at the Brickyard, both programs will feature segments focusing on RC cars filmed at the Brickyard RC Challenge. Celebrity appearances by 14 NASCAR NEXTEL Cup Series drivers and the country music group, Diamond Rio, were draws for the motorsports entertainment network programs.



RC Driver, with product sponsors, Team Losi and Team Associated, managed to hold races in the rain for Chevy Day at the Brickyard on Friday, August 5, giving drivers a chance to compete and fans the opportunity to see their favorite drivers up close enjoying RC cars. SPEED Channel cameras were on hand to document the racing action and interview drivers.

Crews from the SPEED Channel programs were back at the Brickyard RC Challenge to film in the sunshine on Saturday, August 6, when Diamond Rio made an RC race appearance prior to taking the stage for a concert on the Speedway's infield. Later in the evening, a segment for "NASCAR Nation's" Mikey Mic'd was filmed with Michael Waltrip, driver of the #15 Napa Auto Parts Chevy, Waltrip's crew chief, Tony Eury, Jr. and Tony Eury, Sr., Director of Competition for Dale Earnhardt, Inc.

NASCAR TV on SPEED Channel programming currently reaches over 65 million cable and satellite customers nationwide.

"We are thrilled that our Brickyard RC Challenge event was successful in delivering this incredible exposure for the RC car hobby to the important NASCAR fan market segment," says Sharon Warner, President of Maplegate Media Group which publishes *RC Driver*.

"There are currently over 75 million NASCAR fans in the United States and the sport has captured the attention of many Fortune 100 companies as an advertising and promotional opportunity. NASCAR fans demonstrate a tremendous loyalty to their drivers and a strong desire to emulate their lifestyle. We feel that depicting the enjoyment NASCAR drivers and teams derive from RC cars for this huge market will be of tremendous benefit to our partners in the RC industry. We are pleased to be able to make this contribution to helping grow our market."

For photos, see [www.michaelwaltrip.com](http://www.michaelwaltrip.com)