

Media Alert: Save The Date – March 14 **Major Sports Car Announcement**

By GRAND-AM Road Racing & The American Le Mans Series Presented By Tequila Patrón
Regarding 2014 Unified Sports Car Series

DATE: Thursday, March 14

SITE: Chateau Élan Hotel at Sebring International Raceway

TIME: 2:30 p.m. ET

ANNOUNCEMENT TOPICS:

- Unveiling of name, branding and logo for the new unified sports car series
- Unified series' competitive class names for 2014

SPEAKERS:

- GRAND-AM President and CEO Ed Bennett
- American Le Mans Series President and CEO Scott Atherton
- SME Branding Managing Partner Paul Sowards

ONLINE STREAMING:

A live stream of the announcement can be found online at: www.grand-am.com, www.alms.com and www.speedtv.com.

SOCIAL MEDIA:

Join the conversation on Twitter by using #TheReveal. You may also follow @RolexSeries and @almsnotes for live updates throughout the event.

MEDIA NOTES:

Media unable to attend can participate via international teleconference capability. Teleconference specifics will be announced at a later date. A full transcript of the announcement will be available to media following the event. Media work stations will be provided on-site.

For more information, contact:

Herb Branham, NASCAR Integrated Marketing Communications, at (386) 310-6050 or hbranham@nascar.com.