



News Release

IMSA Podium Predictor Powered By IHG® Rewards Club To Debut Prior To Upcoming Race At Circuit Of The Americas

IMSA and InterContinental Hotels Group Introduce New Program For Fans

DAYTONA BEACH, Fla. (April 5, 2017) – The International Motor Sports Association (IMSA) has teamed up with its partners at InterContinental Hotels Group (IHG®) to bring race fans a brand new, dynamic and entertaining way to interact with IMSA WeatherTech SportsCar Championship races. The IMSA Podium Predictor powered by IHG® Rewards Club will launch on April 21, 2017, two weeks before the Advance Auto Parts SportsCar Showdown at Circuit of The Americas.

During each round of the WeatherTech Championship, the program will provide fans the opportunity to visit www.podiumpredictor.com to predict who will finish first, second and third in the Prototype, GT Le Mans (GTLM) and GT Daytona (GTD) classes, as well as who will set the fastest lap during the race.

These predictions will go head to head with predictions made by a rotation of celebrity pundits, with FOX Sports Pit Reporter Justin Bell serving as the first. Any fans who outdo the pundits' scores will be entered in a drawing to win various prizes, from 50,000 IHG® Rewards Club points to framed and signed racing artwork. Each race weekend presents a grand prize opportunity for accurately predicting all 12 variables, to the sum of 1 million IHG® Rewards Club points, equal to 20 nights in any InterContinental Hotel & Resorts or even more nights in any of IHG®'s 5,000+ other properties around the world.

"IMSA race fans are among the most enthusiastic and knowledgeable of any in the world, and we expect this new program will be popular with them," said IMSA Vice President, Marketing, David Pettit. "The IMSA Podium Predictor powered by IHG® Rewards Club is a creative way for our outstanding partners at IHG® to engage with our fans. With IHG® properties located near all of our race venues, our fans are likely to use the points they win to come to future WeatherTech Championship events."

Over 100 million members strong, IHG® Rewards Club, the largest hotel loyalty program in the world, has partnered with IMSA since the 2011 season of the American Le Mans Series.

"The IMSA Podium Predictor allows fans the chance to show their knowledge, by accurately predicting the race results for Prototype, GTLM and GTD classes, or at least beating our celebrity pundit," said Adrian White, Director of Global Brand Partnerships at IHG®. "We have some amazing prizes, including free hotel nights on IHG Rewards Club points, for the winner at every event."

Radio Show Limited (RSL), the company behind IMSA's highly-acclaimed IMSA Radio coverage, will provide regular and thorough expert insight regarding the IMSA Podium Predictor during all IMSA Radio coverage, on its Midweek Motorsport program as well as other RSL broadcasts throughout the 2017 racing season.

Fans may also begin researching future podium candidates this weekend by watching the WeatherTech Championship BUBBA burger Sports Car Grand Prix at Long Beach on FOX at 4 p.m. ET / 1 p.m. PT on Saturday, April 8. Tickets for the race are still available at www.GPLB.com.

About IMSA

The International Motor Sports Association, LLC (IMSA) was originally founded in 1969 and owns a long and rich history in sports car racing. Today, IMSA is the sanctioning body of the IMSA WeatherTech SportsCar Championship, the premier sports car racing series in North America. IMSA also sanctions the Continental Tire SportsCar Challenge and the Prototype Challenge presented by Mazda, as well as four

single-make series: Porsche GT3 Cup Challenge USA by Yokohama; Ultra 94 Porsche GT3 Cup Challenge Canada by Yokohama; Ferrari Challenge North America; and Lamborghini Super Trofeo North America. IMSA – a company within the NASCAR family – is the exclusive strategic partner in North America with the Automobile Club de l'Ouest (ACO) which operates the 24 Hours of Le Mans as a part of the FIA World Endurance Championship. The partnership enables selected IMSA WeatherTech SportsCar Championship competitors to earn automatic entries into the prestigious 24 Hours of Le Mans. For more information, visit www.IMSA.com, www.twitter.com/IMSA or www.facebook.com/IMSA.

About IHG Rewards Club

IHG franchises, leases, manages or owns nearly 5,200 hotels and 770,000 guest rooms in almost 100 countries, with nearly 1,500 hotels in its development pipeline. IHG also manages IHG® Rewards Club, the world's first and largest hotel loyalty programme with more than 100 million enrolled members worldwide. Guests can enrol in IHG Rewards Club online for free or by downloading the IHG® App. IHG's hotel portfolio encompasses InterContinental® Hotels & Resorts, Crowne Plaza® Hotels & Resorts, Hotel Indigo® Hotels, Holiday Inn® Hotels & Resorts, Holiday Inn Resort® Hotels, Holiday Inn Club Vacations® Hotels, Holiday Inn Express® Hotels, Staybridge Suites® Hotels, Candlewood Suites® Hotels, EVEN® Hotels and HUALUXE® Hotels and Resorts.

Visit www.ihg.com for hotel information and reservations and www.ihgrewardsclub.com for more on IHG® Rewards Club.

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