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FOR IMMEDIATE RELEASE

March 5, 2009 - Saskatoon, SK – NASCAR ROLLS INTO SASKATOON - History is in the making for our NASCAR Saskatchewan stock car racing fans. Auto Clearing Motor Speedway, the City of Saskatoon, the Government of Saskatchewan and Saskatoon Sport Tourism are excited to announce July 29 as the inaugural visit of the NASCAR Canadian Tire Series to Saskatchewan.

"The word is out, Saskatchewan loves NASCAR racing," Tourism, Parks, Culture and Sport Minister Christine Tell said. "There is a large and growing NASCAR fan base in Canada. This event will give Saskatchewan motorsport fans a taste of live NASCAR action and serve as another tremendous tourism draw for our province."

"This event is great for two reasons. First, it puts the NASCAR stamp of quality on Auto Clearing Motor Speedway – certifying this as one of the finest tracks in North America. Second, we know that racing events draw spectators from a huge area. I am looking forward to welcoming stock car enthusiasts from across Western Canada and the Northern States to our beautiful city," stated Todd Brandt, CEO of Tourism Saskatoon and Managing Directors of Saskatoon Sports Tourism.

It is estimated that some 28% of our province of Saskatchewan are NASCAR fans. NASCAR is the #1 motorsports property on television in Canada, up 60% since 2004. Some 6.8 million adults in Canada are NASCAR fans. According to SSCRA's President, Trent Seidel, "it will give all NASCAR fans the chance to see our facility, maybe for the first time. It is like bringing the NHL to our backyard, and bringing our sport to another level." This will be a nationally televised race, broadcast on TSN showcasing our province, city and this fabulous facility.

"The NASCAR Canadian Tire Series features top racecar drivers and teams competing at storied racing venues from coast to coast," said George Silbermann, NASCAR Managing Director of Racing Operations. "When the opportunity arose for scheduling a new series race in Saskatchewan, it did not take long to see the merits of conducting a major racing event in such a thriving region of the country. We certainly look forward to bringing the excitement of Canada's premier stock car racing series to Auto Clearing Motor Speedway in Saskatoon this summer."

The NASCAR Canadian Tire Series is part of NASCAR's developmental system that feeds its top-three series—NASCAR Sprint Cup Series, NASCAR Nationwide Series and NASCAR Camping World Truck Series—with young racing talent. The NASCAR Canadian Tire Series has a 13-race schedule in 2009. The series competes on oval tracks and road courses all across Canada from British Columbia to Nova Scotia. Formed in 2007 after NASCAR purchased CASCAR, the NASCAR Canadian Tire Series has taken stock-car racing in Canada to new levels.

Environment Minister and Martensville MLA, Nancy Heppner stated "I would like to congratulate the volunteers and organizers of Auto Clearing Motor Speedway for their dedication in advancing this sport. Having NASCAR in Saskatchewan will provide huge financial benefits for Martensville and Saskatoon."

Watch the Auto Clearing Motor Speedway website at www.autoclearingmotorspeedway.ca for information on ticket sales for the July 29th event.

Contact Auto Clearing Motor Speedway if you have any questions

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