



For Immediate Release

New And Improved In-Venue Broadcast Service
Coming To NASCAR Tracks Beginning in Daytona
Multi-year Strategic Partnership With FanVision
Will Bring Fans Inside The Action On Race Day Like Never Before

DAYTONA BEACH, Fla. (Feb. 17, 2012) — With a new season of racing just days away, NASCAR and FanVision announced today a multi-year agreement that will enhance the at-track companion viewing experience for the sport's millions of fans.

FanVision will offer a wide array of broadcast content, provided by Emmy Award-winning NASCAR Media Group, delivering the most extensive menu of features and services available. This next generation technology will be available at select NASCAR Sprint Cup Series event weekends and will offer an experience unlike anything fans have ever seen before in a handheld device. The FanVision controller and service will replace the out-dated FanView device that has been available for rent or purchase at NASCAR Sprint Cup Series tracks since 2006.

"Improving the fan experience at-track is a key component of our five year industry action plan," said Steve Phelps, senior vice president and chief marketing officer for NASCAR. "By upgrading to FanVision, we will be offering the fans who attend our races an enhanced live event experience that allows them to further engage in the sport. This will certainly not be the last upgrade we make at track but it's certainly a significant one that will have immediate impact on how the sport is consumed."

The FanVision controller represents the cutting edge in broadcast technology and is the ultimate race companion providing exclusive at-track handheld access to live broadcast feeds, eight onboard cameras, official timing, data, statistics, as well as the ability to follow specific drivers, instant replays and digital radio scanner. The high-quality, 4.3-inch screen on the FanVision controller provides an unrivaled event experience, allowing users to catch every corner, every crash, and every movement of NASCAR on razor-sharp clarity.

"We're thrilled to begin this partnership with NASCAR and NASCAR Media Group and provide fans a new dimension to their race-day experience," said Tasso Koken, COO, FanVision. "NASCAR is clearly a priority for us, as this partnership adds a critical piece to FanVision's expanding portfolio."

With the transition to the new FanVision controller, fans will no longer be able to rent, purchase or activate FanView devices. FanView device owners may be eligible for a credit towards the purchase of a new FanVision controller. To learn more, FanView device owners should visit a FanVision or Racing

Electronics hauler or kiosk at track during select NASCAR Sprint Cup Series weekends, or visit www.racingelectronics.com/fanview to learn more.

The new FanVision controller offers a superior user experience over the FanView device including:

- High-definition video
- Larger screen (4.3 inches)
- More video channels
- Improved, fan-friendly interface
- Richer statistics

FanVision, the global leader in fan-enhancement technology, was founded in 2003 and has been offering the FanVision controller and service at various sporting events including Formula One races around the world last season. FanVision has also delivered rich personal in-venue content for the past two seasons at 12 NFL stadiums and the University of Michigan home football games.

“We’re excited about the potential this new controller has to improve the live-event experience, and we believe the time is now to make the upgrade,” said Jay Abraham, COO of NASCAR Media Group. “Utilizing this new technology and FanVision’s controller, attending a NASCAR race will never be the same.”

The new FanVision controller will be available for purchase or rent at FanVision or Racing Electronics haulers or kiosks or online at www.fanvision.com. This new technology will be available at select NASCAR Sprint Cup Series event weekends beginning at Daytona International Speedway with the non-points Budweiser Shootout on Feb. 18 (FOX, 8 p.m. ET) and the Daytona 500 on Feb. 26 (FOX, 1 p.m. ET) and ending with the season finale Ford 400 at Homestead-Miami Speedway on Nov. 18.

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