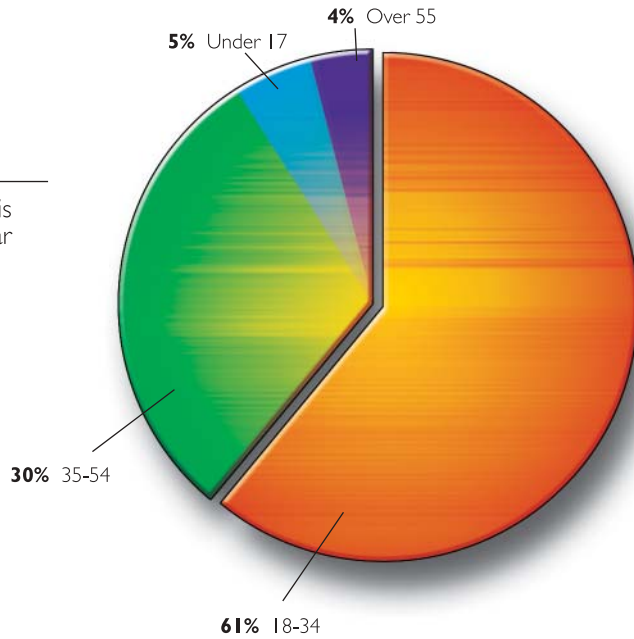




IHRA Spectator Demographics

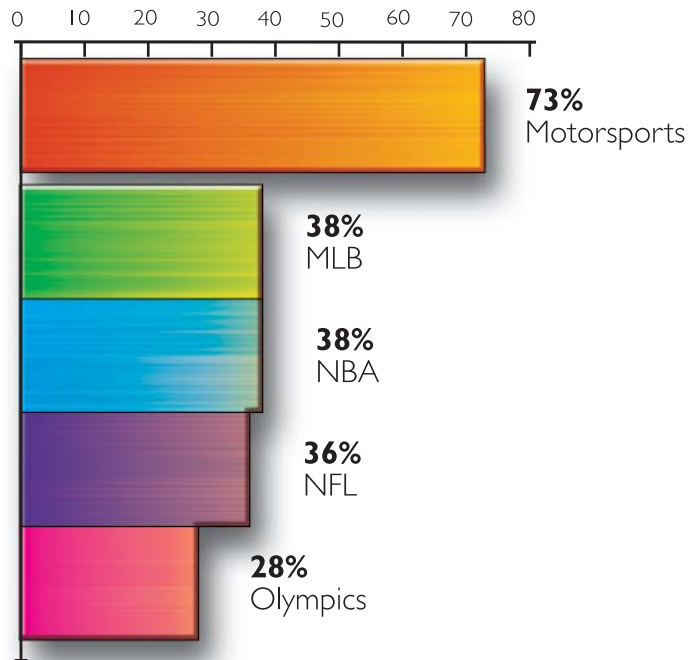
Age

The strength of IHRA is the lucrative 18-34 year old market.



Brand Loyalty

Motorsports fans are the most brand loyal.



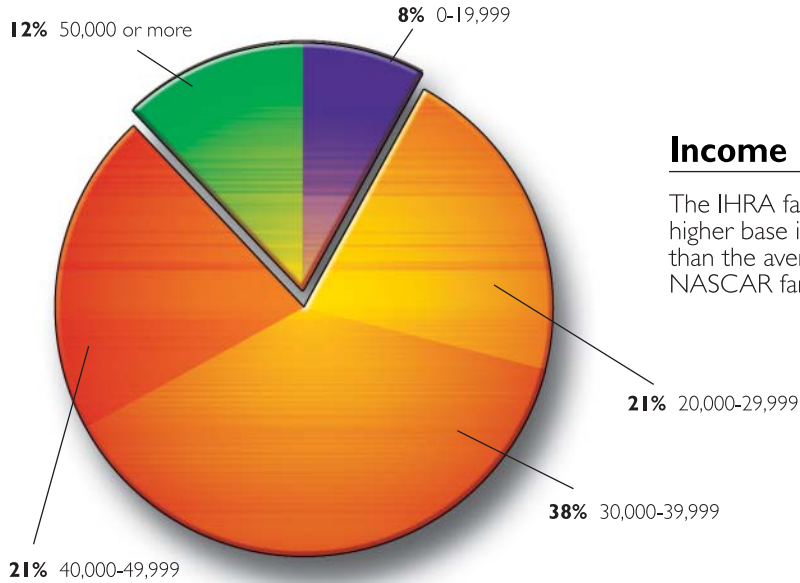
Lifestyle

- 96% own a set of tools
- 91% perform own vehicle maintenance
- 79% purchase aftermarket items from parts stores/mail order
- 32% plan to buy a car or truck in the next 12 months
- 92% own a camera

- 79% own a car stereo
- 79% are beer consumers
- 87% have cable or satellite TV
- 94% are soft drink consumers
- 76% will purchase from a convenience store two times per week
- 61% own a cellular phone
- 77% own a computer
- 61% are connected to the internet

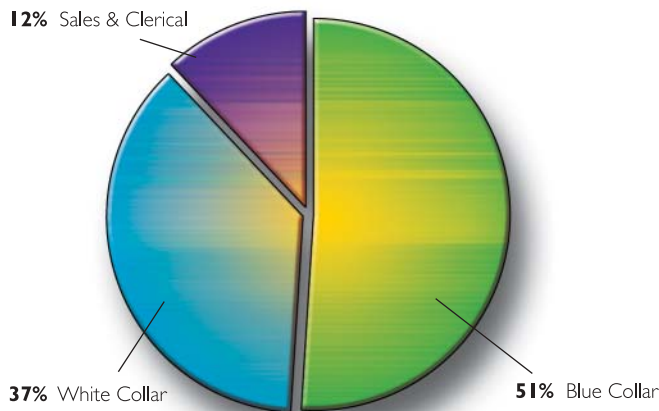


IHRA Spectator Demographics



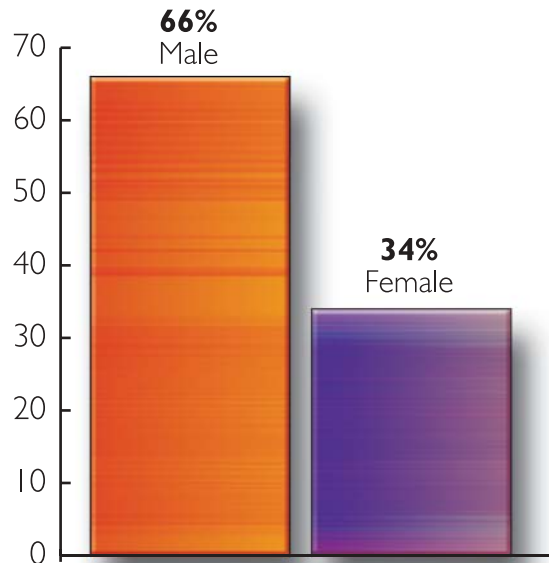
Income

The IHRA fan has a higher base income than the average NASCAR fan.



Occupation

IHRA fans are a good mix of blue collar and white collar workers.



Gender

IHRA is male dominated although female participation increases each year.



Event Markets

National Event Markets

The 12 National events held in the Eastern and Southern U.S. as well as the Provinces of Ontario and Alberta, include media buys in the following major metropolitan areas:

East

Manchester, NH
Boston, MA
Worcester, MA
Providence, RI
Buffalo, NY
Baltimore, MD
Washington DC
Hampton, VA
Norfolk, VA
Portsmouth, VA
Richmond, VA
Virginia Beach, VA
Charlotte, NC
Fayetteville, NC
Greensboro, NC
High Point, NC
Raleigh, NC
Winston-Salem, NC
Columbia, SC

South

Austin, TX
San Antonio, TX
Corpus Christi, TX

Midwest

Cleveland, OH
Sandusky, OH
Toledo, OH
Youngstown, OH
Detroit, MI
Flint, MI
Grand Rapids, MI
Kalamazoo, MI
Lansing, MI
Saginaw, MI
South Bend, IN

International

Edmonton, Alberta
Calgary, Alberta
Detroit, MI
Buffalo, NY
London, Ont.
Sarnia, Ont.
Toronto, Ont.
Hamilton, Ont.

Regional Markets - Pro-Am Tour:

Comprised of six divisions stretching from the Atlantic Ocean to just beyond the Mississippi River:

North Eastern

Maine
New Hampshire
Vermont
Massachusetts
New Jersey
Delaware
Maryland
Virginia
Quebec
New York
Pennsylvania

Northern

Ohio
Michigan
West Virginia
Kentucky
Ontario
Indiana
Pennsylvania

North Central

Illinois
Iowa
Wisconsin
Minnesota
North Dakota
South Dakota
Indiana

South Central

Texas
Louisiana
New Mexico
Arkansas
Oklahoma

South Eastern

Florida
Georgia
Tennessee
Mississippi
Alabama

Eastern

North Carolina
South Carolina

Local Markets - Sportsman Series

While the majority of IHRA facilities are in the eastern U.S., we are steadily moving west. Almost every state in the eastern third of our country is represented by IHRA through a local venue. The Superbowl of this sportsman series is called the Summit Team Finals. There are five divisions competing for the crowns.

Northern

Ohio
Pennsylvania
New York
Maine
New Hampshire
Vermont
Massachusetts
New Jersey

West Virginia
Kentucky
Virginia
Quebec
Ontario
Indiana

North Central

Illinois
Iowa
Wisconsin
Minnesota
North Dakota
South Dakota
Indiana

South Central

Texas
Louisiana
Mississippi
New Mexico
Arkansas
Oklahoma

South Eastern

Tennessee
Florida
Alabama
Georgia

Eastern

North Carolina
South Carolina
Maryland
Virginia



Economic Impact

Few communities have the opportunity to attract professional football, baseball or basketball franchises. However, communities large and small can house a drag strip. IHRA events have significant financial impact on the local economy. The dollars spent by our competitors, spectators, sponsors and event staff at local businesses, contribute to the economic growth of the community. When applying an economic multiplier of "monetary rollover", a single event has the potential to contribute upwards of \$30,000,000 to the local market. Our regional and local events also play a major role in the economic landscape of their communities.

The average expenditures in a National Event market:

Event Advertising, promotions, local services and local labor	\$130,000
IHRA Event Staff Airline, car rental, hotels, meals, gas and incidentals	\$26,300
Competitors Hotel, meals, gas, incidentals and admission	\$830,000
Local Spectators Meals, incidentals, admission, souvenirs and concessions	\$1,178,000
Out of Town Spectators Hotel, meals, gas, incidentals, admission, souvenirs and concessions	\$5,208,000
Sponsors Airline, car rental, hotels, meals, gas and incidentals	\$44,500

Subtotal **\$7,416,800**
Multiplier **\$29,667,200**