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## **Tony Stewart Joins International Motorsports Industry Show** *Two-Time NASCAR Sprint Cup Champ and Indiana Resident Assumes Partnership with Inaugural Racing Trade Show at Indiana Convention Center in Indianapolis*

INDIANAPOLIS (July 24, 2009) – Officials from the International Motorsports Industry Show (IMIS) announced today that two-time NASCAR Sprint Cup Series champion Tony Stewart has assumed a partnership role in the inaugural event Dec. 2-3 at the Indiana Convention Center in downtown Indianapolis.

The two-day IMIS trade show offers individuals and companies from all facets of the racing business the chance to interact, share ideas and products, build relationships and attend seminars to improve motorsports around the world, all while showcasing Indianapolis as the capital of the worldwide motorsports industry.

“We’ve said from the beginning that the International Motorsports Industry Show is for true racers,” said Chris Paulsen, founder of IMIS. “No one defines the term ‘racer’ like Tony Stewart. Not only has he been extremely successful on the track, but he’s also been very successful off the track as a businessman in the racing industry. It’s a huge shot in the arm for IMIS to have Tony on board as a partner. He brings a lot to the table, and he and his team of people will help make IMIS a show that hardcore racers cannot afford to miss.”

Stewart owns or co-owns 14 racing-related businesses, including Stewart-Haas Racing in the NASCAR Sprint Cup Series, Tony Stewart Racing in USAC and the World of Outlaws Sprint Car Series and True Speed Communication, a media relations agency specializing in motorsports. The Columbus, Ind., native also owns Eldora Speedway in Rossburg, Ohio, and is a partner in Paducah (Ky.) International Raceway and Macon (Ill.) Speedway.

“Being from Indiana, I know how important it is for Indianapolis to have something like the International Motorsports Industry Show,” Stewart said. “IMIS is an event for true racers at all levels, and there’s no better place to host it than a place with a rich motorsports heritage like Indianapolis. But, in addition to its history, Indianapolis also has a tremendous amount of racing-related businesses. There are several IndyCar, USAC, Grand-Am, NHRA and World of Outlaws teams based in Indy, and more racing-related products and services than you can count. That’s why it makes sense to have IMIS in Indianapolis.”

Stewart’s USAC and World of Outlaws teams are housed in Brownsburg, Ind., just 11 miles west of the Indianapolis Motor Speedway, while the home offices of Tony Stewart Racing are located in the Park 100 area on the northwest side of Indianapolis.

“Obviously Stewart-Haas Racing is based in North Carolina, but a lot of the part suppliers we use for our team are based in and around Indianapolis,” said Stewart, who leads the Sprint Cup championship point standings. “We get radiators, headers, uniforms and other items from companies with strong ties to Indianapolis.

“The majority of my business interests are headquartered in Indiana or the surrounding states, so I know how important the racing industry is to the city of Indianapolis and to the state of Indiana. That’s why I’m eager to partner with IMIS to ensure a great trade show not only this year, but for years to come.”

The Indiana Motorsports Association (IMA), which works toward unifying all motorsports business-related interests within the state of Indiana and to enrich the economic impact of Indiana motorsports businesses, is serving as the host for IMIS. Tony Stewart Racing has been a member of the IMA for more than two years.

“No one has a bigger name or deeper roots in Indiana motorsports than Tony Stewart,” said Tom Weisenbach, executive director of the IMA. “Tony coming on board is not only going to do great things for IMIS, but for racing as a whole in the state of Indiana. We’re excited to have him and his great team as partners this year and for years to come.”

More than 300 booths have already been booked for IMIS, but for racing companies and people interested there is limited space still available. For details on how to be a part of the show, visit [www.imis-indy.com](http://www.imis-indy.com).