



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Endless Fun Planned For 2009 Rolex 24

DAYTONA BEACH, Fla., -- While there will be 24 hours of sports car racing on the historic road course of Daytona International Speedway during the 47th anniversary of the Rolex 24 At Daytona on Jan. 24-25, there's also going to be 24 hours of fun-filled activities inside the infield of Daytona International Speedway.

From the largest Ferris Wheel on the East Coast to the Daytona 5K, the list of must-see activities is endless.

Daytona 5K run/walk: Before the clock starts on the Rolex 24, compete in your own race in the fifth annual Daytona 5K, which is scheduled for Jan. 25 – the Saturday morning of the 47th Rolex 24 At Daytona. Runner/walkers will pound the same pavement that the sports cars will use prior to their twice-around-the-clock challenge.

Carnival atmosphere: Strates Shows of Orlando brings its 80 years of carnival fun to the Rolex 24 Weekend. Experience the Midway atmosphere by taking a spin on the largest Ferris Wheel on the East Coast (150-foot high).

Chili Cook-Off: Held during the early hours of the Rolex 24 on Saturday, Jan. 25, the fourth annual Chili Cook-Off will have teams squaring off in the quest for the best Chili. A celebrity judging panel will deliver the final decision with a first-place prize of \$1,000.

Wine and Cheese tasting: With the roar of sports cars buzzing in the background, treat your palate to some exquisite wines and nibble on a variety of cheeses at our annual Wine and Cheese party during the Rolex 24 At Daytona.

Driver autograph session: You'll be hard pressed to find another place in the world where the greatest drivers are all signing autographs at the same time and in the same location. The Sprint FANZONE will host the giant Grand American Rolex Sports Car Series autograph session before the start of the Rolex 24 on Saturday morning, Jan. 25.

Daytona Heritage Exhibition: Celebrate the cars that the Rolex 24 At Daytona made famous during our brand new Daytona Heritage Exhibition. Past Rolex 24 At Daytona overall champions and class winning cars will be on display throughout the weekend in the Sprint FANZONE, culminating in a five-lap, 24-car exhibition celebrating the rich tradition and history of North America's premier sports car event.

The Champion's Club: Enjoy four days of sports car action in Daytona's historic infield inside the Daytona 500 Club as a member of the Champions Club. This exclusive package, available in both four-day (\$515) and two-day (\$375) packages, also includes breakfast, lunch and dinner on Saturday of the Rolex 24, brunch on Sunday, garage access, Sprint FANZONE access, an event program and much more.

AutoWeek Milestones Club: With the AutoWeek Milestones Club, meet historic and current Rolex Sports Car Series Drivers, get in the middle of Daytona's Sprint FANZONE and drive your own car for two parade laps on the 3.56-mile road course that hosts the ultimate test of man and machine. Your four-day package (\$185) includes:

One four-day Super Infield ticket

Friday Milestones Club Day

Light breakfast and lunch buffet on Friday

Reserved infield parking on Friday

Rolex 24 At Daytona souvenir program and souvenir gift



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