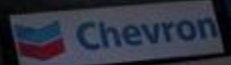




TASTE  
GREATNESS



15:00



25

ROBBY GORDON'S

**STADIUM  
SUPER  
TRUCKS**

**Robby Gordon's Stadium SUPER Trucks ("SST") is positioning itself to be the premier action motorsports racing series in the world**

- 12 races (11 US events / 1 International)
  - 9 Major US markets
- Aggressive TV package including both network and cable television
  - 8 hours of network programming (7 broadcasts on NBC)
  - 5 1/2 hours of cable programming (5 broadcasts on NBC Sports Network)
- State-of-the-Art Venues / Facilities
  - Combined capacity of over 850,000
- Catering to fans of all ages / multiple demographics
  - Extreme Lifestyles
  - Sports Fans
  - Motorsports Fans
  - Families
- A direct, exciting and engaging environment for entertaining consumers and customers
  - Live entertainment
  - Full access to pit area
  - VIP / Hospitality opportunities

















# 2013 Inaugural Season Television Schedule

Race Date	Venue	Location	Network	Broadcast Date & Time
APR 6	University of Phoenix Stadium	Phoenix, AZ	 <b>NBC</b>	APR 14 @ 5:00pm EST
APR 21	Long Beach Grand Prix	Long Beach, CA	 <b>NBC Sports</b> NETWORK	APR 28 @ 12:00pm EST
APR 27	LA Coliseum	Los Angeles, CA	 <b>NBC Sports</b> NETWORK	APR 28 @ 1:00pm EST
MAY 4	Qualcomm Stadium	San Diego, CA	 <b>NBC Sports</b> NETWORK	MAY 12 @ 1:00pm EST
MAY 18	Qualcomm Stadium	San Diego, CA	 <b>NBC Sports</b> NETWORK	MAY 25 @ 12:30pm EST
JUN 8	Edward Jones Stadium	St. Louis, MO	 <b>NBC Sports</b> NETWORK	JUN 9 @ 2:00pm EST
JUN 22	Soldier Field	Chicago, IL	 <b>NBC</b>	JUN 23 @ 2:00pm EST
JUL 6	Georgia Dome	Atlanta, GA	 <b>NBC</b>	JUN 7 @ 2:30pm EST
JUL 13	Cowboys Stadium	Dallas, TX	 <b>NBC</b>	JUN 20 @ 2:00pm EST
JUL 20	Metro Dome	Minneapolis, MN	 <b>NBC</b>	JUL 27 @ 2:00pm EST
AUG 3	International Venue	TBA	 <b>NBC</b>	AUG 4 @ 2:30pm EST
NOV 9	Sam Boyd Stadium	Las Vegas, NV	 <b>NBC</b>	NOV 10 @ 2:00pm EST



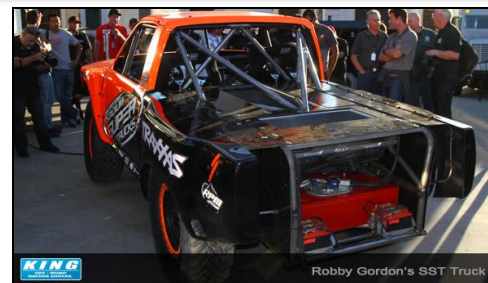




# Weekend Schedule of Events: “Run of Show”

## SST Thursday Event Schedule

Time	Activity
8:00am	ALL SST Technicians Report to Stadium
8:15am	Teams Draw for Truck Chassis Numbers
9:00am	Start of Chassis Dyno
9:00am – 5:00pm	Inspect, Certify and Tech All Vehicles (Chassis, Shocks, Springs, Bodies, Mounts, Seats and Steering Positions)
12:00pm – 1:00pm	Media Lunch
6:00pm	Gates Close







# Weekend Schedule of Events: “Run of Show”

SST Saturday Event Schedule	
Time	Activity
11:00am	Pits Open for Team Members
11:00am – 5:00pm	Off-Road Expo Opens (Fan Zone)
2:00pm	Pits Open for Fan Zone Attendees
5:00pm – 6:10pm	Drivers / Trucks on Stadium Floor for Autographs / Track Walk (Fans Included)
6:50pm	Kickoff / Opening Ceremonies
7:00pm	Racing Starts
7:00pm – 7:20pm	BIGFOOT® Heat Races
7:20pm – 7:40pm	Stadium Buggy Heat Race #1
7:40pm – 8:00pm	Stadium Buggy Heat Race #2
8:00pm – 8:20pm	SST Heat Race #1
8:20pm – 8:40pm	SST Heat Race #2
8:40pm – 8:45pm	Stadium Buggy LCQ
8:45pm – 9:00pm	SST LCQ
9:00pm – 9:20pm	BIGFOOT® Finals
9:20pm – 9:40pm	Stadium Buggy Main Event
9:45pm	SST Driver Intros
10:00pm – 10:30pm	SST Main Event



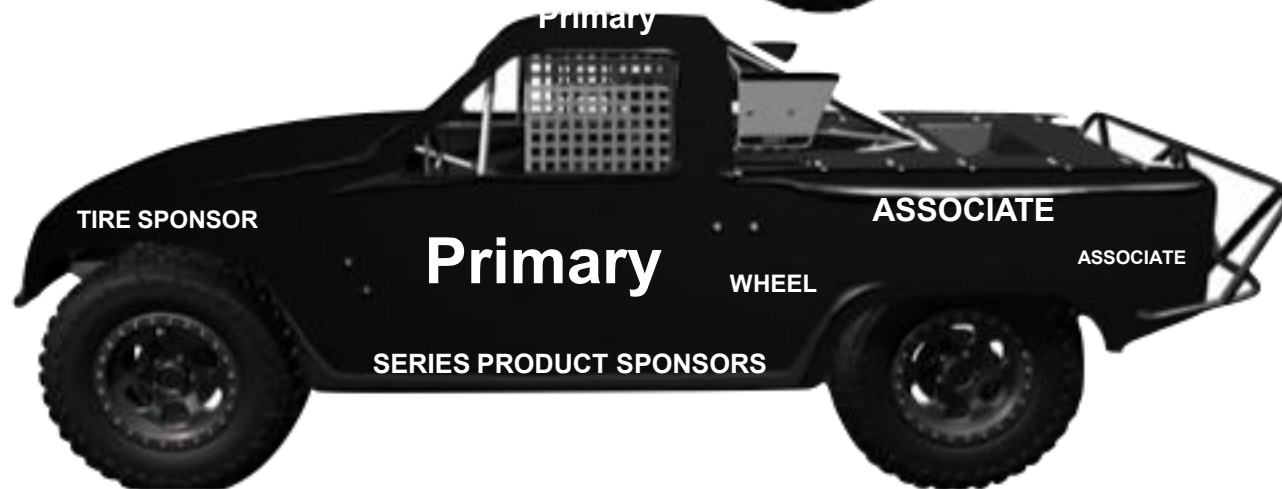
- The United States Auto Club (USAC) is the official sanctioning body of SST
- USAC was founded in 1955 as a not-for-profit auto race sanctioning organization with the purposes of developing rules and specifications for the sport, providing qualified officials for the conduct of the events and in general, instituting an organized framework for the race participants and race organizers.
- USAC operates five divisions of automobile racing and annually sanctions and conducts over 150 events
- Some of racing's greatest names have come through USAC-sanctioned events and championships including the likes of:
  - Dan Gurney, Parnelli Jones, Carroll Shelby, Roger Penske, Johnny Rutherford, Bobby Unser, AJ Foyt, Al Unser, Mario Andretti, Ken Schrader, Rick Mears, Dave Blaney, Danny Sullivan, Bobby Rahal, Emerson Fittipaldi, Arie Luyendyk, Jeff Gordon, Al Unser Jr., Tony Stewart, Jacques Villeneuve, Kenny Irwin Jr., Jason Leffler, Ryan Newman and Kasey Kahne
- USAC adds a superior level of professionalism and credibility to SST and will pay a major role in the operation of SST just as it does for the K&N Silver Crown Series, TORC and the National Sprint Car Series

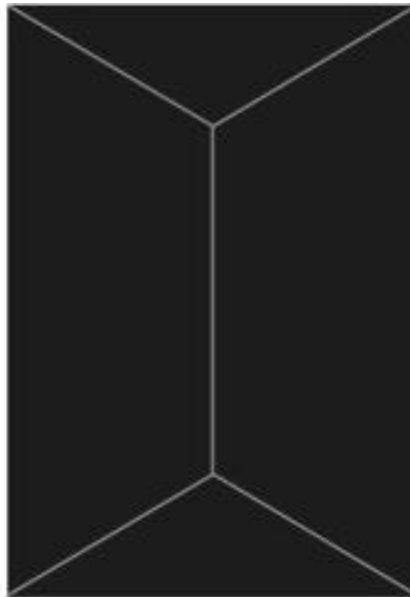






# Stadium SUPER Truck Branding Options







# Example of SST Track Layout

