



## MEMPHIS MOTORSPORTS PARK PUBLIC RELATIONS

### FOR IMMEDIATE RELEASE

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## MEMPHIS MOTORSPORTS PARK ANNOUNCES 2010 MAJOR EVENTS SCHEDULE

*Track Secures Dates, Sanction Agreements and Sponsors*

**MEMPHIS, TN (September 9, 2009)** – With the track's marquee NHRA and NASCAR events still to come in October, Memphis Motorsports Park is already looking ahead to next season, releasing today the major event dates for the 2010 season.

The new season kicks off in April with a Mid-South fan favorite, with the Super Chevy Show making its 23<sup>rd</sup> annual appearance at MMP.

20,000 horsepower Jet Trucks spitting 20 foot flame streams; the world's only wheelstanding school bus, "The Cool Bus"; Nitro Funny Cars; jet dragsters, trains and Funny Cars flying side by side; motorcycle stunt and fireworks shows; and the "Amazing Human Bomb." Senses go into overload and the spectacle unfolds as FELD Motorsports brings the O'Reilly Thunder Jam for its first appearance in Memphis May 8.

After producing the single largest one day crowd in the history of MMP's drag strip in 2009, the National Guard American Drag Racing League (ADRL) returns with the Memphis Drag III on Memorial Day weekend.

While both NASCAR races remain on the same favorable weekends, the NHRA event improved its position yet again, moving from the midpoint in drag racing's "Countdown to the Championship," to one of the most important race dates on the calendar – the 18<sup>th</sup> and final race in NHRA's regular season on Aug. 20-22.

"The shifts in next season's schedule certainly worked to our advantage," said Memphis Motorsports Park Vice President and General Manager Jason Rittenberry. "The NHRA appreciates what we do here in Memphis, and has rewarded us with what might be the best event date on the 2010 calendar – the regular-season finale – the event where it all happens, where teams make or break their chance to make the Countdown."

<u>2010 DATE</u>	<u>EVENT</u>	
<u>VENUE</u>		

<b>April 16-18</b>	Super Chevy Show	Drag Strip
<b>May 8</b>	O'Reilly Thunder Jam presented by FELD Motorsports	Drag Strip

<b>May 28-29</b>	National Guard American Drag Racing League (ADRL) Memphis Drags III	Drag Strip
<b>June 11-13</b>	AMA Dragbike Championship Series – Spring Nationals	Drag Strip
<b>June 25-26</b>	NASCAR Camping World Truck Series 200	Oval
<b>July 16-17</b>	NHRA Lucas Oil Drag Racing Series Sportsman Championships	Drag Strip
<b>Aug. 20-22</b>	NHRA Full Throttle Drag Racing Series – O’Reilly Mid-South Nationals	Drag Strip
<b>Oct. 1-3</b>	Comp Cams ‘Million Dollar’ Drag Race	Drag Strip
<b>Oct. 15-17</b>	National Muscle Car Association (NMCA) Pro Street World Finals	Drag Strip
<b>Oct. 22-23</b>	NASCAR Nationwide Series – Kroger On Track for the Cure 250	Oval

NHRA season tickets for 2010 will be available online, on the phone and on site beginning Friday, Oct. 2, at the O’Reilly Mid-South Nationals. Also, NASCAR fans can buy or renew their season tickets starting Saturday, Oct. 24, at the Kroger ‘On Track for the Cure’ 250.

Individual tickets for 2010 go on sale in March. The remainder of the track’s schedule of over one hundred additional local, regional and special events will be released in November.

While the “nitro section” is already sold out for this year’s O’Reilly NHRA Mid-South Nationals on Oct. 2-4, three-day seats are still available – both on the pit and spectator sides of the ¼-mile championship drag strip – and include preferred parking and access to the exclusive Quarter Mile Club.

For the NASCAR finale on Oct. 24, a few seats are also still available in the preferred upper sections of the grandstands at the oval.

For tickets or more information, call toll-free 1-866-40-SPEED or visit [MemphisMotorsportsPark.com](http://MemphisMotorsportsPark.com).

Memphis Motorsports Park is owned by Dover Motorsports, Inc. (NYSE: DVD), a leading promoter of motorsports events in the United States. DVD subsidiaries operate four tracks in three states, and present more than 400 motorsports events each year. This includes 14 major, national events which include races sanctioned by NASCAR and NHRA. Dover Motorsports, Inc. also owns and operates Dover International Speedway in Dover, Del., Gateway International Raceway near St. Louis, Mo., and Nashville Superspeedway near Nashville, Tenn. For further information log on to [www.DoverMotorsports.com](http://www.DoverMotorsports.com). This release may contain forward-looking statements based on management’s beliefs and assumptions. Such statements are subject to various risks and uncertainties that could cause results to vary materially. Please refer to the SEC filings of DVD for a discussion of such factors.