



PRESS RELEASE

Contact:

Rich Branch

Executive Vice President, New Media and Client Services

Race Central TV/Motor Sports Media Group, Inc.

p - 949.200.7369

c - 949.422.2121

Email: info@racecentralmedia.com

This Week's Episode of *Race Central TV* to Feature High Plains Raceway Groundbreaking, exciting Colorado National Speedway Racing Action and Red Bull Air Races!

Colorado's newest motorsports facility to be highlighted on premier home of motorsports

DENVER, Colo., Aug. 27, 2008 – This week's edition of *Race Central TV*, the premier home of local, national and international motorsports coverage, will feature in-depth coverage of the exciting groundbreaking event at the newest road racing motorsports facility in the Rocky Mountain area, High Plains Raceway (HPR).

The High Plains Raceway project, located near Byers, Colo, has been developed by of the Colorado Amateur Motorsports Associates, LLC (CAMA). Thanks to funding from participating clubs, many wonderful founding contributors and founding sponsors and participants in the lending program -- largely racers and club members -- construction begins this month. Weather permitting, HPR will be available for the 2009 racing season.

Race Central TV continues to produce the very best motorsports content, such as the HPR groundbreaking, Aussie V8 Supercar racing, and the 2nd Annual Race Central/Daveco Liquors Race Car, Hot Rod, and Bike Show in the North Denver Metro area on Saturday, September 20th at Daveco Liquors, this Event also represents a terrific exposure opportunity for its many partners including IntelliTec College of Colorado Springs, Bimmer Haus Performance of Broomfield, Colo., and Sun Honda / Harley-Davidson / Kawasaki of Northglenn, Colo.

"Everyone at *Race Central* is excited and proud to be a part of the birth of the newest motorsports facility in Colorado," said Kurt Hansen, Executive Producer and host of *Race Central* and president of Motorsports Media Group, Inc. "Colorado has always been very supportive of motorsports, and the addition of HPR to the regional racing landscape is sure to continue that tradition. Our partnership with HPR will provide unique and powerful marketing opportunities for all of our partners. We're thrilled to be working with them and all of our sponsors as we help HPR bring racing to new heights in the Rocky Mountain Region."

Race fans can catch *Race Central TV* on Altitude Sports & Entertainment in Denver, as well as its affiliates nationwide. Show times this week are, Thursday at 5:00 and 9:30 pm, Friday at 10:00 am and 4:30 pm, and Saturday at 1:00 pm MDT. Check local listings for additional time and channel information, or visit www.racecentralmedia.com.

If you miss the Televised Show this week you can always see the show on our Streaming Web Site www.racecentral.tv starting next week.

ABOUT RACECENTRAL: Race Central TV, Race Central Radio and Race Central Webcast are the productions of Motorsports Media Group, Inc. Founded by former driver and current motorsports insider Kurt Hansen, Race Central brings the greatest names in motorsports to race fans throughout America via multiple platforms: TV, radio and webcasts. Race Central reaches millions of American homes, and enables its many sponsors and partners to reach their target audiences with *marketing horsepower*. Race Central is presented weekly by STP Concrete, Checkpoint Racing, Sun Honda / Harley-Davidson / Kawasaki, Colorado National Speedway, Bimmer Haus Performance and IntelliTec College. For more information, visit www.racecentralmedia.com.