



**AMERICAN LE MANS SERIES PRESENTED BY TEQUILA PATRÓN REACHES
MULTI-YEAR BROADCAST, DIGITAL AGREEMENT WITH ABC AND ESPN**
ALMS partners with Intersport for media consulting expertise

BRASELTON, Ga. (January 3, 2011) – The American Le Mans Series presented by Tequila Patrón announced today a ground-breaking, multi-year broadcast and digital agreement with ESPN that ALMS President/CEO Scott Atherton is calling “a game changer.” The innovative deal involves televising the world’s premier sports car series over several ESPN programming and media platforms, including ABC, ESPN2 and ESPN3.com. Intersport, an award-winning sports and entertainment production and marketing agency, represented the Series in the new television and digital agreement with ESPN.

The core of the ALMS’ new innovative broadcast and digital package will deliver television coverage either on ABC or ESPN2. ABC will feature race telecast coverage on March 20 after the 59th running of the prestigious Mobil 1 Twelve Hours of Sebring presented by Fresh from Florida with remaining ABC broadcasts featuring Road America (August), Baltimore (September) and the season-ending Petit Le Mans (October). ESPN2 will feature the American Le Mans Series in two-hour telecasts from Long Beach (April), Lime Rock and Mosport (July), Mid-Ohio (August) and Mazda Raceway Laguna Seca (September). All four ABC race telecasts will receive an encore airing on ESPN2 as part of the new agreement.

ABC and the ESPN family of networks will provide a multi-faceted platform to bring the American Le Mans Series presented by Tequila Patrón to a significantly larger audience than previous years. ABC has 100 percent coverage in 115.9 million U.S. households, including more than 230 local affiliates, while ESPN2 is available to 99.7 million homes and is one of the most widely distributed cable broadcast outlets in the United States.

In a U.S. motorsports first, all ALMS races will be carried ‘live’ in their entirety and fully produced on ESPN3.com with ESPN2 and ABC providing televised coverage on a delayed basis. ESPN3.com – ESPN’s signature broadband sports network – will deliver nearly 60 hours of live coverage including 60-minute qualifying shows from each event along with pre- and post-race content. The ESPN3.com coverage can also be seen worldwide on a variety of ESPN’s global Web-based platforms. The network is currently available in more than 65 million households in the U.S. at no additional cost to users who receive their internet connection of cable TV video subscription from an affiliated provider. Customers of an affiliated service provider will also be able to watch the series live via an ESPN3.com pop-off player on americanlemans.com and Xbox LIVE Gold.

Atherton called the multi-platform productions “a here-and-now benchmark example of how fans will be able to access their favorite sports programming whenever and however they wish. It combines a core of conventional television, a live digital Web delivery component, an on-demand option and potentially other methods of viewing that are being embraced by our ever-growing 18-34 demographic.”

A Nielsen Media Research study recently indicated that the American Le Mans Series had doubled its interest from the coveted 18-34 demographic in the last two years while also maintaining its older, affluent core audience.

“As our current broadcast arrangement was expiring, we turned to Charlie Besser and his team at Intersport. They developed the strategy and established our new relationship with ESPN,” said Atherton. “We firmly believe that with Intersport’s guidance, we have confirmed an outstanding media foundation for the Series now – and equally important for the future.”

“This is a very innovative and breakthrough arrangement for ALMS and ESPN,” said Besser, Intersport President and CEO, “Now the ALMS will have high profile platforms to serve its current fans as well as grow new interest in the race series through a multi-faceted approach on the sports network leader. Going forward, Intersport will work with the ALMS on race productions and on the development of its digital and social media platforms. We at Intersport are extremely pleased that we were able to play an integral role in the process of bringing these two great brands together.”

“We are very pleased to become the television home of the American Le Mans Series and to offer our viewers the opportunity to watch both the races and qualifying live on ESPN3.com,” said Julie Sobieski, ESPN Vice President, Programming and Acquisitions. “We look forward to kicking off the relationship with the historic event at Sebring.”

Sobieski also noted that the American Le Mans Series is the first major motorsports acquisition for ESPN3.com as the worldwide leader in sports programming extends its digital and social objectives.

The 2011 ESPN telecast package also includes a two-hour documentary-style broadcast from the inaugural Baltimore Grand Prix – a race through the city’s inner harbor area – to be produced by Intersport’s Emmy-award winning production team. ALMS’ association with Intersport began in the 2010 season. Intersport produced two docudrama-style race broadcasts which told the story of the Series’ events at Mazda Raceway Laguna Seca and Mid-Ohio, and highlighted its many colorful personalities.

ESPN will provide a multi-faceted platform to bring the American Le Mans Series presented by Tequila Patrón to a significantly larger audience. Recognized as the worldwide leader in sports, ESPN is the No. 1 media brand in sports and trails only the NFL, Nike and the NBA as the top overall sports brand. More than 100 million people each week engage with at least one ESPN property including ESPN.com and ESPN Radio. ESPN3.com features more than 3,500 live events per year and is available in 90 percent of U.S. broadband households. Other noteworthy sporting events telecast by

ESPN3 include The Masters, Major League Baseball, NBA, The French Open, NCAA football and basketball games, the U.S. Open and World Cup soccer.

The 2011 American Le Mans Series presented by Tequila Patrón will open at the 59th Mobil 1 Twelve Hours of Sebring presented by Fresh from Florida on Saturday, March 19. Visit the American Le Mans Series' schedule page for information on tickets and area accommodations.

American Le Mans Series presented by Tequila Patrón Schedule
(All times Eastern)

Sebring	Friday, March 18	ESPN3.com	Live Qualifying
	Saturday, March 19	ESPN3.com	10:15 a.m-11 p.m.
	Sunday, March 20	ABC	12:30- 2 p.m.
Long Beach	Friday, April 15	ESPN3.com	Live Qualifying
	Saturday, April 16	ESPN3.com	Live Race Coverage
	Sunday, April 17	ESPN2	5-7 p.m.
Lime Rock	Friday, July 8	ESPN3.com	Live Qualifying
	Saturday, July 9	ESPN3.com	Live Race Coverage
	Sunday, July 10	ESPN2	1-3 p.m.
Mosport	Saturday, July 23	ESPN3.com	Live Qualifying
	Sunday, July 24	ESPN3.com	Live Race Coverage
	Sunday, July 24	ESPN2	10 p.m.-12 a.m.
Mid-Ohio	Friday, August 5	ESPN3.com	Live Qualifying
	Saturday, August 6	ESPN3.com	Live Race Coverage
	Sunday, August 7	ESPN2	10 p.m.-12 a.m.
Road America	Friday, August 19	ESPN3.com	Live Qualifying
	Saturday, August 20	ESPN3.com	Live Race Coverage
	Sunday, August 21	ABC	4:30-6 p.m.
Baltimore	Friday, Sept. 2	ESPN3.com	Live Qualifying
	Saturday, Sept. 3	ESPN3.com	Live Race Coverage
	Sunday, Sept. 11	ABC	4-6 p.m.
Laguna Seca	Friday, Sept. 16	ESPN3.com	Live Qualifying
	Saturday, Sept. 17	ESPN3.com	Live Race Coverage
	Sunday, Sept. 18	ESPN2	1-3 p.m.
Petit Le Mans	Friday, Sept. 30	ESPN3.com	Live Qualifying
	Saturday, October 1	ESPN3.com	Live Race Coverage
	Sunday, October 2	ABC	4-6 p.m.



American Le Mans Series presented by Tequila Patrón



A New Way Forward

A game-changing media platform for the American Le Mans Series presented by Tequila Patrón



American Le Mans Series presented by Tequila Patrón



ESPN 2



ESPN 3.com

A New Way Forward

A ground-breaking media platform for the American Le Mans Series presented by Tequila Patrón



American Le Mans Series presented by Tequila Patrón



Announcing A Multi-Year Partnership With The Worldwide Leader In Sports

As the American Le Mans Series presented by Tequila Patrón enters its thirteenth season, we announce an unprecedented media partnership. A multi-year alliance with the Worldwide Leader In Sports: ABC/ESPN.

It is truly the dawning of a new age for sports car racing in North America. This new multi-media content delivery platform brings our partners a bigger, better audience, and delivers your brand to a whole new realm of America's most passionate sports fans. The result will be greater marketing value for all those bold enough to take advantage of it.

ESPN 2



ESPN 3.com

ESPN On ABC, ESPN 2 And ESPN3.com Broadcast Highlights

- Four races will be produced and premiered on *ESPN on ABC*
 - *Two of the four ESPN on ABC shows will be two hours duration and two (Mobil 1 Twelve Hours of Sebring and Road America) will be 90 minute shows*
 - *One of the four ESPN on ABC shows will be in docu-drama format (Baltimore GP)*
- Five races will be two-hour shows produced and premiered on ESPN2
- All *ESPN on ABC* premier broadcasts will receive a minimum of one encore airing on ESPN2
- Minimum of 13 total telecasts on *ESPN on ABC* and ESPN2
- All nine Series races will be broadcast live and in full length on ESPN3.com
- All nine Series qualifying sessions will be broadcast live as separate one-hour shows
- All race and broadcast content will be available on-demand on ESPN3.com for three weeks after the live broadcasts



American Le Mans Series presented by Tequila Patrón

2011 ALMS Broadcast Schedule ESPN On ABC / ESPN2 / ESPN3.com

Date	Race	Network Premier	Broadcast Length	Time Period	Encore	Live Full-Length
Mar 19	12 Hours of Sebring		1.5 hours	Sun Mar 20, 12:30 - 2p ET	ESPN 2	ESPN 3.com
Apr 16	Long Beach GP	ESPN 2	2 hours	Sun Apr 17, 5 - 7p ET		ESPN 3.com
July 9	Lime Rock	ESPN 2	2 hours	Sun Jul 10, 1 - 3p ET		ESPN 3.com
July 24	Mosport	ESPN 2	2 hours	Sun Jul 24, 10p - 12a ET		ESPN 3.com
Aug 6	Mid-Ohio	ESPN 2	2 hours	Sun Aug 7, 10p - 12a ET		ESPN 3.com
Aug 20	Road America		1.5 hours	Sun Aug 21, 4 - 6p ET	ESPN 2	ESPN 3.com
Sept 3	Baltimore		2 hours	Sun Sep 11, 4 - 6p ET	ESPN 2	ESPN 3.com
Sept 17	Mazda Raceway	ESPN 2	2 hours	Sun Sep 18, 1:30 - 3p ET		ESPN 3.com
Oct 1	Petit Le Mans		2 hours	Sun Oct 2, 4 - 6 pm ET	ESPN 2	ESPN 3.com



ABC Television Network Together With ESPN -- The Worldwide Leader In Sports

- A three-year coverage agreement 2011 - 2013
- Offering the consistency of a single network family
 - Fans always know where to find us
 - Staying with one network family enhances the opportunities to promote viewership
- 100% penetration of American households / 114.5 million homes
- 151% greater reach than SPEED
- Pre-event highlights distribution to all U.S. ABC affiliates



American Le Mans Series presented by Tequila Patrón



American Le Mans Series Presented By Tequila Patrón On ESPN2

- 87% penetration of American households
- 99.5 million homes
- 131% greater reach than SPEED
- Fastest cable network to reach 90 million households
- Also home to NASCAR Nationwide Series and NHRA Full Throttle Drag Racing Series
 - Nationwide Series races on ESPN2 watched by an average of 710,000 households per broadcast



American Le Mans Series presented by Tequila Patrón

ESPN3.com

American Le Mans Series Presented By Tequila Patrón On ESPN3.com

- Tomorrow's benchmark sports content delivery platform – today
- Places ALMS in leadership position embracing rapidly changing consumer viewing habits
- American Le Mans Series presented by Tequila Patrón to be dominant form of motorsport on ESPN3.com
- 65 million American households have access
- On it's own, America's third most-viewed sports video site
- Live, full-length, fully produced coverage of every race and all qualifying sessions
- Races to include pre-race and post-race coverage
- All broadcasts available "On-Demand" for three weeks after each race
- Provides fans opportunity for chat and Facebook while watching ALMS content



Additional Value Provided By ESPN.com

- ALMS news coverage and Series information on crawler
- Delivers additional feature material and related content
- Place for promotions and advertising activation
- Dedicated ALMS 'Tab'
- ALMS blog
- Series schedule and tune-in information



presented by
TEQUILA
PATRÓN

Global Leader
Green Racing

American Le Mans Series presented by Tequila Patrón



Key Benefits: Integrated Delivery, Incredible Increase In Reach

- ESPN the #1 media brand in sports and trails only NFL, Nike and the NBA as top overall sports brands
 - More than 100 million people engage with at least one ESPN property every week!
 - 57% of all U.S. men use an ESPN property every week
- Through our relationship with Emmy Award-winning TV production company Intersport, the Series will push content through to a diverse ESPN universe of broadcast, radio, print, web and social media channels
- The potential for integrated content delivery and increased reach is far ahead of any other media partnership the Series has ever before held
- Series will have preferred access to these ESPN properties:
 - ESPN Radio
 - ESPN Sports Center
 - ESPN MVP (Mobile)
 - ESPN News
 - ESPN the Magazine



American Le Mans Series presented by Tequila Patrón



Key Benefits: Integrated Delivery, Incredible Increase In Reach

- Through the Series partnership with this global leader in sports content delivery, your brand message will reach a far wider, yet still precisely targeted audience of affluent sports fans
- Series content can also reach large and ever more important Hispanic and international audiences via ESPN's global properties:
 - ESPN Deportes (U.S. Span lang.)
 - ESPN Latin America
 - ESPN Dos (Mexico)
 - ESPN Star (Asia)
 - ESPN International



Further Value Provided By Sirius XM Satellite Radio

- Full length, live broadcast of all races on ALMS radio and both Sirius and XM satellite radio systems
- Provides access to ALMS content in the car, boat and airplane
- Opens up additional commercial opportunities with our OEM partners



American Le Mans Series presented by Tequila Patrón



Added Value And Service For Our Partners
Market Research, Valuation Research and TV Production Services Capabilities



American Le Mans Series presented by Tequila Patrón



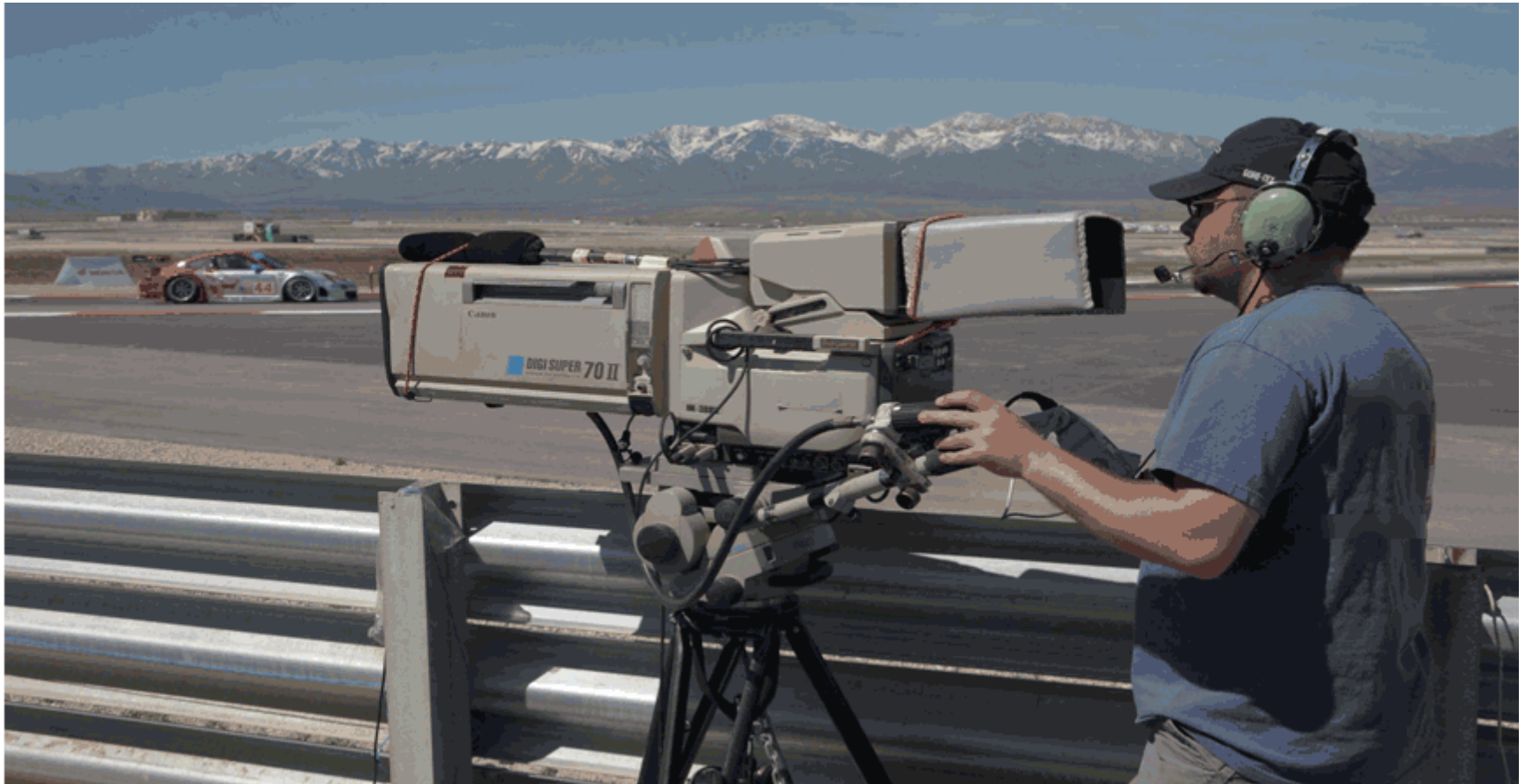
Added Value And Service For Our Partners

- Series will provide an expansion of Nielsen Media Research information with an emphasis on web content and social media impact measurements
- Series will use third-party research tools to objectively quantify the marketing communications value of the American Le Mans Series presented by Tequila Patrón platform and thus help guide us and our partners in developing activations
- Series will take advantage of professional marketing communications expertise to guide more effective activation in the digital and social media space and in online advertising



A Few Words About Our Partner Intersport

- Chicago based Intersport is recognized for its leadership, innovation and client service in sports television programming and digital media as well as sponsorship, event marketing, fan and corporate hospitality
- Intersport's credentials include *Audi's Truth in 24*, *The Under Armour All American Game*, *State Farm Tip-Off Classic*, *Liberty Mutual Coach of the Year* and the *Mercedes Benz Courage in Sports Awards* to name a few
- Their ability to organically blend sponsor messaging within compelling content has made Intersport the premier producer of brand-integrated programming
- Intersport is the largest producer/provider of packaged programming to *ESPN on ABC*



Enhanced Partner Value In Video Production Capability

Addressing Tomorrow's Opportunities In Content Provision



Production Services / Field Production Capabilities Expansion

- ALMS will expand the capabilities of Production Services – ability to manage and execute full service video productions – especially on site at events
- Produce majority of all television including video advance materials for PR/promotion, highlights, video news releases, YouTube / Facebook / Twitter / Mobile social media content, sponsor/team video servicing, corporate presentations, etc.
- Provide significant added value to all ALMS marketing partners and stakeholders by generating customized video materials and minimizing need to hire expensive on-site production vendors



American Le Mans Series presented by Tequila Patrón



ESPN 2



ESPN 3.com

American Le Mans Series Presented By Tequila Patrón On ABC/ESPN

A game-changing media platform