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**ZOOM MOTORSPORTS ANNOUNCES NEW SENIOR LEADERSHIP**

Birmingham, Ala. (Nov. 12, 2010) —ZOOM Motorsports is pleased to announce former President of Talladega Superspeedway, Rick Humphrey, has been hired as the Vice President of ZOOM Motorsports, LLC, a division of Bruno Event Team. Humphrey will oversee all races and events at Barber Motorsports Park in his new role with the company.

Humphrey previously spent 13 years at Talladega Superspeedway, home to two annual races on the NASCAR circuit. He began his career there as the Director of Public Relations before moving on to Director of Operations, and then to Vice President/General Manager. He spent his final three years as President of the multi-million dollar motorsports facility before leaving in March to become Managing Director of Business Operations in Daytona Beach, Fla. for International Speedway Corp, the parent company of Talladega.

“Rick has an excellent blend of motorsports industry experience in Birmingham and we’re excited to have him on our team,” stated Gene Hallman, President of ZOOM Motorsports.

Among the many events at Barber Motorsports Park that Humphrey will oversee is the Honda Indy Grand Prix of Alabama to be held April 8-10, 2011. This past year’s inaugural event brought over 75,000 fans to the facility and was broadcast in 110 countries.

“I’m excited about the opportunity and look forward to returning to Birmingham with my family,” Humphrey stated. “Barber Motorsports Park is a world-class facility and I look forward to enhancing its great reputation during the 2011 season and beyond.”

Humphrey will begin his role at ZOOM Motorsports Nov. 29.

**About Barber Motorsports Park and ZOOM Motorsports:**

Barber Motorsports Park opened in the spring of 2003. Since its inception, ZOOM Motorsports, LLC has been the exclusive event promoter for the events at the Park. The 2.38 mile racing circuit is 45 feet wide, with 17 turns and elevation changes of more than 80 feet. The Barber Motorsports Park has been considered one of North America’s finest road courses for car and motorcycle racing, and has served as the venue for several international product launches. The Barber Motorsports Park also features the Barber Vintage Motorsports Museum. This 144,000 square-foot facility houses more than 1,000 vintage and modern motorcycles from 17 different nations and more than 125 manufacturers. For more information, please visit [www.barbermotorsports.com](http://www.barbermotorsports.com).