

The Aaron's Dream Weekend features qualifying for the NASCAR Nationwide Series, followed by the ARCA Racing Series 250 race on Friday, April 15. On Saturday, April 16, fans will see qualifying for the NASCAR Sprint Cup Series, followed by the Aaron's 312 NASCAR Nationwide Series race. On Sunday, April 17, NASCAR's greatest drivers face off in the Aaron's 499 NASCAR Sprint Cup Series race.

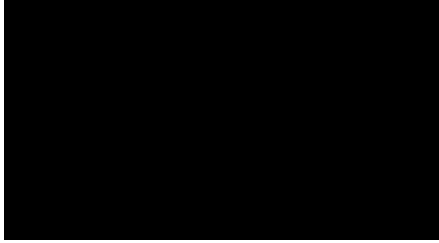
To order the \$99 Speed Week package, visit www.barbermotorsports.com. Tickets are also available at www.talladegasuperspeedway.com.

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.

About Talladega Superspeedway:

Talladega Superspeedway is NASCAR's Most Competitive Track. Since opening its gates in September 1969, the track has surpassed every initial expectation in terms of sheer size, speed and competition. Talladega Superspeedway is 2.66-miles long, four lanes wide and banked 33 degrees in the turns. In 2010, Talladega Superspeedway once again shattered the NASCAR record books with an astonishing 88 lead changes among 29 leaders in the Aaron's 499 NASCAR Sprint Cup Series race. For the latest on Talladega Superspeedway, visit www.talladegasuperspeedway.com.



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Enjoy Bookend IndyCar and NASCAR Weekends For Only \$99

BIRMINGHAM, Ala. – April is a good month to be a race fan in Alabama. Both IndyCar and NASCAR make stops in the state, with only one week and 30 miles separating the events. Best of all, \$99 buys admission to all the racing action.

The \$99 Speed Week package, created by Talladega Superspeedway and Barber Motorsports Park, gives race fans access to all six days of racing at the April 8-10 Honda Indy Grand Prix of Alabama presented by Legacy Credit Union at Barber Motorsports Park and the April 15-17 Aaron's Dream Weekend at Talladega.

“We are excited to once again partner with Barber Motorsports Park to welcome both IndyCar and NASCAR fans to the great state of Alabama,” said Talladega Superspeedway Chairman Grant Lynch. “This \$99 package is a great value for race fans and we look forward to a strong turnout at both events.”

“You have to love being a motorsports fan in the State of Alabama”, said Gene Hallman, President of ZOOM Motorsports, the exclusive event promoter of the Barber Motorsports Park. “This \$99 package makes it possible to see the best of what both premier facilities have to offer at a very affordable price, with race weekends just one week apart. We are excited to once again partner with Talladega on this incredible six-day deal and look forward to a great week of racing for the fans.”

The Honda Indy Grand Prix of Alabama presented by Legacy Credit Union will feature both open-wheel and sports car racing during the April 8-10 event. With five qualifying rounds and five races, the weekend is guaranteed to be an exciting one. The weekend lineup will include the IZOD IndyCar Series, the Firestone Indy Lights, the Grand-Am Rolex Series, the Continental Tire Sports Car Series and the Mazda Road to Indy Series.