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Media Release



The Promotion Company - Family Events to Acquire Monster Nationals® Series from Image Promotions.

Fifteen Indoor Monster Truck Shows are Planned for Winter-2009-2010 in Midwest.

(Indianapolis) The Promotion Company – Family Events of Indianapolis, IN has acquired the Monster Nationals series of family oriented monster truck shows from Image Promotions Inc. of Chardon, OH. Image Promotions, Inc. has produced The Monster Nationals Series since 1993. Family Events plans to produce 15 Monster Nationals events beginning in the winter of 2009-2010 at venues across the Midwest.

Monster Nationals and Image Promotions, Inc. was led by the legendary George Eisenhart Jr. until his tragic and untimely passing in January, 2009. George was held in universally high regard in the monster truck and entertainment community, and his memory has been honored at events and in event coverage throughout 2009. George's wife Donna Eisenhart explained her choice of The Promotion Company – Family Events to carry on the Monster Nationals series: "Everything about George was extraordinary. He loved what he did. He did it extraordinarily well with the admiration and respect of all who knew and worked with him. I feel that the series that George worked so passionately to make successful should be carried on by people with years of experience, a great reputation, and a commitment to providing families with the same kind of outstanding entertainment our company did. I believe that Family Events is that company; and I am very happy that we have been able to reach this sale agreement."

C. Bruce Hubley, founder and owner of The Promotion Company- Family Events said: "This transaction is a bittersweet opportunity for our company. For many years our company has looked for a first-quarter motorsports events acquisition that would complement our traditional summer schedule. The acquisition of Monster Nationals is a great fit for The Promotion Company, but our company's

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opportunity comes under tragic circumstances. George Eisenhart has left his mark on the industry as a good businessman, trusted promoter, creative producer, and great showman.”

Mike Moore, president of The Promotion Company – Family Events said: “Our team is very excited to be able to expand our marketing and production skills indoors during the winter months. We have long admired the way George Eisenhart promoted and produced the Monster Nationals. Our plan will be to carry on the series with a passionate commitment to excellence in all we do. The Monster Nationals series will allow us to double our schedule of events and expand into a number of major markets. Everyone at our company is eagerly looking forward to this new and exciting challenge.”

The Promotion Company – Family Events plans to produce Monster Nationals events in these markets beginning in winter 2009-2010:

Iowa-	Sioux City
Illinois-	Champaign, Chicago
Kansas-	Topeka
Kentucky-	Corbin, Pikeville
Michigan-	East Lansing
North Carolina-	Boone
Ohio-	Cincinnati, Cleveland, Columbus, Youngstown
Pennsylvania-	Erie
West Virginia-	Huntington
Wisconsin-	Madison

The Promotion Company - Family Events has produced more than 1,000 motorsports and other general-interest entertainment events designed for family audiences at venues throughout the United States for more than 35 years. The company’s staff of 22 has expertise in operations, event production, risk management, box office, group sales, marketing, media buying, publicity, promotions, and sponsorship sales and fulfillment. The company is well known as the major outdoor monster truck show producer in the U.S. with its series of “General Tire Monster Truck Thunder Drags[®]” events at six “4-Wheel Jamboree Nationals[®]” and the “Truck and Jeep Fest[®]”. Complete information on these and other Family Events can be found at www.familyevents.com.

George Eisenhart’s family has established The Shelby and Sarah Eisenhart Memorial Fund in George’s memory. The fund is dedicated to raising funds to assist George’s children in future expenses for education. The George Eisenhart Jr. Memorial Golf Outing will be held on Saturday, August 22, 2009 at Legend Lake Golf Course in Chardon, OH. Information on the fund and the golf outing is available at www.georgeeisenhartjrgolfmemorial.com.