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**INTERNATIONAL SPEEDWAY CORPORATION SELECTS
IMAGES USA TO REV UP MULTICULTURAL FAN BASE
AT MOTORSPORTS EVENTS**

**COMPREHENSIVE MARKETING CAMPAIGNS TO TARGET
AFRICAN AMERICAN AND HISPANIC AUDIENCES**

IMAGES USA, a trendsetting marketing communications agency, announced today they have been hired by International Speedway Corporation (ISC), a leading promoter of major motorsports events in North America, to create a wide range of regional and national marketing programs targeting multicultural consumers. IMAGES has the distinction of being named the first ever multicultural agency of record for ISC.

IMAGES USA is charged with creating a strategic marketing campaign targeting African Americans and Hispanics. Services to be provided by IMAGES starting in the first quarter of 2007 will include Market Research, Advertising, Marketing Program Development, Sponsorship Development and Public Relations.

“ISC’s relationship with IMAGES USA further demonstrates our commitment to the continued growth of the sports’ fan base while creating a welcoming environment for all motorsports fans,” said Roger VanDerSnick, Vice President and Chief Marketing Officer for ISC. “We are taking a community-based approach to reaching minority fans that focuses on sustained relationships with community leaders, family-focused organizations, minority auto clubs and other organizations that have an interest in motorsports. ISC also supports the initiatives of the various motorsports sanctioning bodies, and that of its sponsors, to help create a cohesive plan for new fan development.”

“The team at IMAGES USA will immediately enhance our existing multicultural outreach programs and will contribute to the development and success of our future initiatives,” said Todd Ervin, Director of Multicultural Marketing for ISC.

In a related announcement, IMAGES USA today said they will add an ISC component to their well established summer internship program. The multicultural agency will hire a student intern whose primary responsibility will be to work with the ISC account team at IMAGES.

“IMAGES USA has been given the incredible opportunity to bring the thrill and excitement of NASCAR racing to multicultural audiences across the country,” said Bob McNeil, president and chief executive officer of IMAGES. “We intend to be a true marketing partner with ISC to provide our expertise in winning over the multicultural consumer.”

About International Speedway Corp.

International Speedway Corporation is a leading promoter of motorsports activities, currently promoting more than 100 racing events annually as well as numerous other motorsports-related activities. The Company owns and/or operates 11 of the nation’s major motorsports entertainment facilities, including Daytona International Speedway in Florida (home of the Daytona 500); Talladega Superspeedway in Alabama; Michigan International Speedway located outside Detroit; Richmond International Raceway in Virginia; California Speedway near Los Angeles; Kansas Speedway in Kansas City, Kansas; Phoenix International Raceway in Arizona; Homestead-Miami Speedway in Florida; Martinsville Speedway in Virginia; Darlington Raceway in South Carolina; and Watkins Glen International in New York.

Other motorsports entertainment facility ownership includes an indirect 37.5 percent interest in Raceway Associates, LLC, which owns and operates Chicagoland Speedway and Route 66 Raceway near Chicago, Illinois. In addition, ISC is a limited partner with Group Motorisé International in the organization and promotion of certain events at Circuit Gilles Villeneuve in Montreal, Canada.

The Company also owns and operates MRN Radio, the nation's largest independent sports radio network; DAYTONA USA, the "Ultimate Motorsports Attraction" in Daytona Beach, Florida, the official attraction of NASCAR; and subsidiaries which provide catering services, food and beverage concessions, and produce and market motorsports-related merchandise under the trade name "Americrown." In addition, ISC has an indirect 50 percent interest in a business called Motorsports Authentics, which markets and distributes motorsports-related merchandise licensed by certain competitors in NASCAR racing. For more information, visit the Company's Web site at www.iscmotorsports.com.

About IMAGES USA

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989, IMAGES offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic and Asian consumers. The agency’s client roster includes America Online (AOL), Amtrak, Cardinal Health, FedEx, Proctor and Gamble and Wachovia. Additional information on IMAGES USA, including award-winning work and recognitions, can be found at www.imagesusa.net.

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