

American Le Mans Series presented by Tequila Patrón

STATE OF THE SERIES

OCTOBER 19, 2012

Thank you Don...

Welcome to the State of the Series 2012. We have a lot to talk about today, but as always we have a few VIP acknowledgements:

Grand-Am - Jim France

Ed Bennett

ACO -

Pierre Fillon

Gerard Neveu

Frederic Henry-Biabaud

Rd Atl -

Geoff Lee and Joey Greene

One year ago at this presentation I stood before you and reported about the incredible season of ALMS competition we had just witnessed – I referenced last lap lead changes and record-breaking close finishes with first and second decided by a few feet at the line. In reading last year’s notes I was tempted to simply change the date and read it again because, remarkably, 2012 has produced many of the same results – only better.

However, there was another message in last year’s presentation that could be described as the “elephant in the room”. In my opening comments I referenced speculation and uncertainty regarding our future direction. I attempted last year to communicate a vision and reaffirm our strategic plans. No one could have anticipated the developments of the past 90 days that have made this year the most extraordinary in the history of sportscar racing. Much more on that subject later...

As always, today I am going to provide you with a briefing on the current status of our most important business measures – and provide you with concise information and solid direction for a strong 2013 season and an update of developments surrounding the merger.

As has been the case for the last five years – our Mission Statement remains unchanged – and we believe continues to be as appropriate as ever.

It seems every sport is focusing on their fans like never before. We have never wavered from Don’s original “For The Fans” vision, but our focus on their ever-evolving needs has been a priority this past season. And that is where we begin...

1. Our Fans – The life blood of our sport - Our Customer's Customers...

While the media and some politicians are doing their best to convince us the great recession is behind us I think we would all agree that economic challenges continue. However, our upscale fans are doing better than most and that is thankfully reflected in the numbers who continue to attend our events. Our attendance results this year have been mixed, but we continue to hold our heads high in terms of our ability to attract large crowds.

As anyone in this business will tell you, it is harder than ever to sell tickets to live sporting events of any kind. Thankfully we work with some of the best promoters in the business and together we have produced not only great racing, but events worthy of our fan's investment. For the most part, our event organizers have done an outstanding job of promoting our races - and while some motorsports leagues have been challenged, the ALMS total event attendance has grown steadily over the years and 2012 was no exception.

This chart illustrates that growth and assuming this weekend's attendance is similar to last year, and all indications are it will be... we will be up about 3% over last year.

We have just completed a new Nielsen Fan Research Survey. Every two years we take the pulse of our fans with a Neilson poll. The average ALMS fan has recovered from the Great Recession of '08/'09 and today is doing quite well. Unlike many in America, their Median HH income has not declined. In fact, the typical ALMS fan has maintained an average HH income of \$138,000. And while maintaining is rarely a noteworthy result, over the same period the average American Household Income has dropped significantly. Overall, median household income fell 1.5% last year to just a tick over \$50,000, the fourth consecutive annual decline. As all of us in this room know and appreciate, the ALMS is fortunate to have a fan base that is still willing and able to travel to events, purchase tickets, hotel accommodations, buy new cars, tires and frequently a really good bottle of tequila...

The Nielsen survey revealed a trove of interesting data about our fans that I don't have time to cover today, but here are some important highlights: 97% gave a favorable rating for their experiences with the Series, and 82% said we are more fan friendly than any other motorsports experience they've had.

And it's not all just "feel-good" data. In a case study example, Nielsen confirmed the number of ALMS fans utilizing Microsoft X-Box and Forza Motorsport games more than doubled from 32% in 2010 to more than 65% this year. That's truly measurable ROI for Forza's innovative ALMS sponsorship.

2. Marketing and Communications

Two years ago we announced the naming of McMurry as our marketing agency of record and a repositioning of Ed Triolo as VP Integrated Marketing and Comm. The results were immediate and continue to improve by every measure. Our over-arching goal in this area remains unchanged: **Grow The Fan Base**. The strategy also remains unchanged – produce high quality content that enables fans to make the ALMS a daily part of their lives, not just on race weekends.

Along with the strategy, the tactics have remained the same primarily focused on digital communications with an emphasis on expanding our database of fans and followers

We have seen some remarkable results in 2012 and have established new highs in every category

Last year at this time we talked about a major redesign and upgrade of our website. It was to have a new dynamic look with special content for race days and a massive increase in video plus live ESPN3 audio, multiple in-car camera views – all wrapped around much improved navigation and a simplified alms.com web address.

In a word: we DELIVERED!

Here is a quick look at our most important measures:

Web Site

Site Visits: From 1.8M in '11 to 2.2M in '12 = 22% over prior year.

Unique Visitors: From 863k in '11 to 1.1M in '12 = 31% over prior year.

And by the end of Petit, the site will have delivered more than 25 million ad impressions for the Series our marketing partners and advertisers.

Search accounts for about 50% of the growth in new traffic. In other words, by winning non-ALMS specific terms like “racing series” more people are discovering us and, equally important, our partners.

ALMS currently rank on the first page of Google for 289 non-branded search terms; two years ago ALMS had no first-page rankings.

Digital advertising, which for us is almost all focused on tune-in messages for our race broadcasts, is accounting for a majority of the balance of the increase in web site traffic.

Our digital advertising is targeting new markets (people who like the brands in the series or other forms of racing) while targeted email is used to engage our existing fans.

Our digital advertising campaigns will generate about 70 million impressions by the time we closeout this season.

Compared to last year, Web Site Content has exploded - during 2012 we have published over 600 pieces of content – all from in-house resources, confirming our status as a prolific producer of high quality digital entertainment and news.

Under the direction of Ben Brown, the expansion of ALMS Productions into a fully equipped production facility has enabled us to produce 7 unique ALMS TV-branded webisode series – with a total of 123 shows produced to date.

This includes content like:

Full Contact which is where you go to see some of the most exciting action caught on video and hear from those directly involved

Top 5 counts down the 5 things you don't want to miss on a variety of topics that range from the best Sebring finishes, to all-time ALMS Drivers to sights to see at an event

Unscripted is just that – we just let the cameras roll and post what we catch from the creation of new paint schemes to drivers hanging out at home to a driver's personal thoughts on the significance of making his 100th start

For 2013 ALMS Productions will continue to improve on the quality and sophistication of its content for our fans at alms.com

Social Media marketing is complementary to our traditional and digital marketing channels. It is unique in its ability to foster 2-way dialogue and informal engagement with our fans. And as you can see in these slides, our Facebook Friends have just top 40,000 and is accelerating and Twitter is about to exceed 12,000 and is also building momentum. And the ALMS YouTube channel is not far from serving its 600 thousandth video. Social Media will continue to be an area of increasing focus and investment in the years to come.

An important and related area of focus is our Fan Database

Thanks to partners like Chevrolet, Porsche, Michelin and others, we are making strong progress in developing a valuable list of fans. Our goal is to make our marketing better targeted, more effective and less costly by being able to reach out directly to our fans.

Our fan database has more than doubled in the past year to 190,000. That's an increase of 142% over last year. Our database contains over 3 million data points, or 15 data points per fan.

Our fans are one of our most valuable assets and the database will help ALMS serve them better and also provide a valuable marketing tool for our partners.

Public Relations

Last year at this presentation I referenced a new 30 min Bloomberg TV feature dedicated to the ALMS that would be making its debut later in the year and then re-aired several times in 2012. What an overwhelming success this has turned out to be - and an endorsement of our business that money can't buy. If you haven't seen it, you're one of the few as it has re-aired more times than we can

count. This is the best example yet of achieving our goal of taking the ALMS beyond the traditional motorsports and automotive media and into the mainstream.

More recently the Bloomberg relationship resulted in another live interview at the NY Auto Show connected to the world debut of the new SRT Viper. But the hits have not been limited to Bloomberg – Muscle Milk delivered Clay Matthews as our Long Beach Grand Marshal which resulted in a feature on ESPN Sports Center, the top rated morning show in Canada's #1 market went live from our pre-event promotion, Forbes Magazine did a nice feature on the Series in advance of Sebring, Road & Track had an excellent 2-page spread on Team Falken, People Magazine documented the racer's version of waterboarding with Patrick Dempsey, along with countless other regional, national and international examples. It's been another good year in the PR dept.

3. Business Development

2012 has been a good year for the ALMS presented by Tequila Patrón.... and today with extra emphasis on the presented by Tequila Patrón. And with that it is my pleasure to announce that the Patrón Spirits Company has confirmed a renewal of their presenting sponsorship for the 2013 season! This is great news for everyone in this room. I want to personally thank CMO Matt Carroll, director of corporate communications, Greg Cohen - and of course President and CEO Ed Brown. This confirms a fifth year of our partnership and ideally positions everyone involved for a long-term future together.

And while many of our major corporate partners are engaged with multi-year agreements, 2012 brought some valuable new partnerships from premium brands including Intercontinental Hotels, Robert Graham and Hertz and a significantly expanded marketing partnership with VP Racing Fuels.

And several sponsors involved with the ALMS have been activating at the retail level on a national and international scale. What you are looking at is an example of marketing materials that are part of a full store take-over display of the new Patrick Long Oakley sunglasses – This is currently up in Sunglass Hut stores with 3,300 locations in the US and more than 5,000 worldwide. And if you've gone grocery shopping lately chances are you bumped into Lucas Luhr in the middle of the aisle in his racing suit offering you a deal on Muscle Milk...

I hope it comes across consistently in everything we do, but I don't think we can ever say it enough – THANK YOU to all our OEMs, Tire Partners and sponsors for the investments you placed in us this year, on and off the track. We could not do it without you and our focus on your ROI is a constant priority.

4. Competitor Involvement

One of the most important measures of the health of any racing series is the number of teams and cars competing. The good news is 2012 has delivered similar results to 2011. The bad news is 2012 has delivered similar results to 2011. By that I mean while we have been very fortunate to have the strongest overall car counts in ALMS history – and without question the best ever GT category, but the car counts in our P1 and P2 classes remained unacceptably low.

The chart you are looking at – again says it all. When adjusted to remove the involvement of the WEC at Sebring, 2012 matched the largest ever average grid count with 34 cars per event.

P1 has been limited in numbers, but again the racing between the Dyson's Mazda Lola and Pickett Racing's Muscle Milk HPD has been strong all season with the championship still to be determined tomorrow. And from the category of déjà vu all over again... last year I reported on the closest overall finish in ALMS history, after 4 hours of intense racing at Road America a 0.112 margin of victory. Unbelievably lightning struck again at the same location with the same combatants, but this time a margin of 0.084 – Congratulations to the Dyson Mazda team – and good luck to both teams tomorrow.

The P2 category has shown encouraging, but inconsistent signs of growth. Level Five and newcomer Conquest have waged a season-long championship battle that will also be decided tomorrow. The 8-car P2 field for Petit is the largest ever and reflects the return of Dempsey Racing and several competitors from the ELMS which we hope will lead to additional fulltime P2 competitors in the future. Several P2 programs are under development for '13 and we continue to believe that the cost-capped / pro-am configuration of this class is an ideal platform.

The GT class... what can you say that hasn't already been said? Simply put it continues to be the best GT racing in the world and it continues to get better going from "strength" to "stronger". With nearly everyone returning this year the competition was fierce at every race. 13 winning drivers, 4 winning teams, 4 winning auto manufacturers and 3 winning tire brands. The debut of the SRT Viper at Mid Ohio re-kindled a domestic dispute from a decade ago between Jake and the Snake. It was a season of outstanding racing – including a first win for Extreme Speed Motorsports and their Tequila Patrón Ferrari and the launch of the Battery Tender Lotus Evora with AJR. But after back-to-back GT championships for BMW and Dunlop in '10 and '11, Corvette wrapped it all up at VIR putting the Corvette Nation and Michelin back to their championship winning ways. Place your bets now... 2013 will feature more of the same...

The PC class continues to be a success story beyond our highest expectations. The quality of the teams, drivers and racing continues to increase and impress. This category has become a high-level destination for some and a launch pad to bigger and better for others. In a season that had 11 winning drivers from 3 different teams, Congratulations to Jon Bennett and his Core Autosport team for wrapping up the championship in this extremely competitive class – Core's success is particularly satisfying as they are a shining example of a team that started in the IMSA Prototype Lights development series and is rapidly progressing to the top of the industry

The GTC class has delivered similar results all season with 14 winning drivers from 4 different winning teams. Congratulations to Cooper MacNeil, Leh Keen and AJR on your well deserved championship

So – what can our competitors expect from us going forward? In brief, a steadier hand than ever on the tiller with virtually no changes to class structure or technical configurations for 2013.

A sincere thank you to all the teams who compete with us.

Our relationship with the ACO continues to be very strong under the new leadership of Pierre Fillon. And as has already been publicly stated, there is a unanimous desire to retain our strong ties to the ACO and our direct link with Le Mans. Last month we traveled to Le Mans to introduce Jim and Ed to

Pierre and his team – and for a first date, it could not have gone better. The next meeting is already scheduled and so far we are all pulling on the same end of the rope. For the record, this year the ALMS will award three automatic entries to next year's 24 Hours of Le Mans and in 2013 it will increase to four automatic entries.

As everyone is now aware, Sebring and Petit Le Mans are not scheduled to be part of the World Endurance Championship. I want to emphasize this is the result of a mutual decision. However we HAVE confirmed collaboration between the ALMS and the WEC at the impressive new Circuit of the Americas next September. This is another example of the strong relationship that exists with the ACO – and while it is not confirmed, we expect this joint weekend of world class endurance racing to continue in 2014 and beyond. The WEC has also purposefully configured their schedule so as to enable WEC teams to compete at Sebring without compromising their WEC plans. While I'm not announcing anything today – I think the 61st running of the Mobil 1 Twelve Hours of Sebring fueled by Fresh from Florida will once again feature a stellar grid of teams, cars and drivers.

In closing out this section, a year ago I went into great detail regarding our renewed relationship with the ACO and our ability to operate with a new level of independence. There have been several examples of this deployed this season – and I hope everyone in this room would agree - its working. Pierre, thank you for your on-going support of our ability to do what works best for the ALMS. We look forward to working with you and your team in 2013 and for years to come.

5. Television, Digital Streaming and Production

Two seasons ago, the Series launched a bold new platform for providing enhanced value to teams, commercial partners and all stakeholders with television broadcasts on ABC and ESPN2 and live streaming on ESPN3. This change has not been without controversy but it HAS demonstrated the added value and return on investment that was intended.

While steady TV audience growth had been a part of our Series history, the remarkable expansion of our TV audience last year was a direct result of our partner's investments which enabled us to confirm the new broadcast platform.

That increase was supported not only by doubling the number of network broadcasts from two to four, but also more aggressive advertising and marketing efforts designed to attract, build and broaden the audience.

The unprecedented year-over-year increases that were realized in 2011 could not be expected to repeat in '12. Our expectations for this season were also tempered by the fact that 2012 is a Summer Olympic year. However, with additional Series investment enabling the addition of several live broadcasts we did not expect to see ratings decline in 2012. We were wrong. The Olympic broadcasts consistently set records, but it came at the expense of all other sports programming. Our year-over-year numbers are down about 15% - nearly all of it the result of a direct conflict of our Mid Ohio ABC broadcast and must-see Olympic programming. That said, we are far from alone in this disappointment. Neilson data confirms TV viewership has trended down this year for 8 out of 11 motorsports series that are regularly televised.

Younger audiences are increasingly difficult to get in front of a TV, but are voracious consumers of video via their laptops, tablets and smartphones. In this category the American Le Mans Series is at the leading edge of the curve with high quality full-length streaming coverage of qualifying sessions on alms.com and LIVE and on-demand RACE broadcasts via ESPN3, X Box live and the Watch ESPN App

As is often the case when working with developing technologies there can be technical difficulties. And for the first half of the season we had our share. However, after making a vendor change we have all but eliminated the problems and delivered consistent high quality streams.

By required agreement with the Licensors, we are not at liberty to reveal the audience figures for these platforms but we can report that they have significantly added to our numbers and widened our viewing audience.

This form of viewing is NOT the core of our broadcast platform and it won't be anytime soon. We're proud to be on the leading edge of this technology and there is no question it IS the future. And as a sports entertainment property – if you are not streaming your live content – most likely your next generation of fans are not aware you exist...

International

One of the valuable advantages of the ABC/ESPN television partnership is the inclusion of ESPN International coverage of our races around the world, including the emerging BRIC economies of Brazil, Russia, India and China. While most of our marketing partners are focused on domestic viewership, many have parent companies based outside North America or have important sales and marketing interests outside the U.S. – for them high quality international coverage of the ALMS becomes a valuable bonus worth documenting.

As in years past, in addition to ESPN Intl the American Le Mans Series continues to be carried in Europe on cable channel Motors TV as well as via highlight shows Motorsports Mundial and Planet Speed. In 2011, the Series added Canada's Rogers SportsNet providing live coverage across Canada which continues today. Collectively our international "footprint of more than half a billion households" is one of the largest and highest quality in motorsport.

Media Value –

The methodology of determining media value for sponsored sports broadcasts of all varieties is always a topic of lively debate. But what can't be argued is, using the same methodology, our numbers continued to rise this year as shown by this graph covering 2010 through YTD this season – with a VERY valuable ABC broadcast still to occur this Sunday. Our team worked hard to optimize our partners' TV values with respect to in-car cameras, features, and placement of temporary trackside signage.

With regard to television, there is no question we continue to be aligned with the industry leaders for network TV, Cable sports and internet streaming. However, we have also realized that for our longest endurance events, a two hour television broadcast – candidly - does not work. It's not an acceptable broadcast for our core fans and it is not an appealing product for attracting new viewers.

And for that reason it is with great pleasure that I announce today that in 2013 we will have 3 broadcasts on ABC, 5 on ESPN2 AND... a new deal with FOX Sports Media Group for our Sebring and Petit Le Mans events. Sebring is confirmed with significant live coverage as in past years on SPEED. And while we expect a similar arrangement for Petit Le Mans, it will need to be confirmed at a later date. This development is a direct result of the merger and I want to thank Jim, Ed and the FOX Sports Media Group and SPEED executives for their assistance in making this happen. I also want to thank ABC and ESPN for their understanding of our unique requirements and their cooperation.

All events will continue to be streamed live and available on-demand.

We believe this represents the best possible overall TV schedule aligning the strengths of three different networks to optimize the television coverage of each of our events.

6. Green Racing

To begin my comments regarding Green Racing – I'd like to share with you a couple of recent quotes on the subject:

“Our focus is on relevance, innovation and leadership in green initiatives, for the automotive industry - and at our venues...”

“We have a strong passion for racing, technology, relevance and innovation. We want to send a message to all manufactures that our platform provides a relevant link from our racecars to their production line”

While these sound like excerpts from an ALMS press release the first one came from NASCAR president Brian France and the other from IndyCar president Randy Bernard.

We have always taken great pride in our leadership of green racing, and while it's safe to say we are still clearly leading, we are no longer alone in this arena. And that's not a bad thing...

The Michelin Green-X Challenge continues to build awareness and understanding for what it takes to be fast, efficient and clean. The prototype champion has already been decided, congratulations to the Muscle Milk Pickett Racing Honda. BUT, the GT championship will be decided tomorrow with a four-way battle between 2 Corvettes, a BMW and a Ferrari – all running on cellulosic E-85.

Without question the most significant development in the area of Green racing is, of course, The DeltaWing. This car and everything it stands for with its mantra of half the weight, half the fuel and half the horsepower – and ALL of the performance is the epitome of what we hoped would be the result when we launched our green racing initiatives five years ago. This car has captured the attention and imagination of not just automotive enthusiasts, but scientists and engineers and the general population on a global scale. To Ben, Don, Chip, Duncan – and Nissan, congratulations. The car races tomorrow unclassified, but IMSA has confirmed it will compete for points and the ALMS championship beginning in 2013.

Other developments from this past season include the Dyson Lola Mazda P1 entry debuting the Flybrid Hybrid system, creating the unique combination of IsoButanol Fuel paired with the smallest power plant in the paddock – remarkably a 2.0L 4 cylinder turbo engine. A true example of performance, efficiency, innovation and sustainability.

-Through the race at VIR our Petroleum displacement for the year is at 39.4% compared to our baseline in 2005 before the introduction of alternative fuels. That's a lot of foreign oil NOT used without sacrifice or compromise.

For 2013:

We are looking forward to the introduction of a new clean diesel powered prototype via the Mazda Skyactiv D platform that is expected to debut at Sebring

In cooperation with the EPA-DOE and SAE Intl, the protocols and criteria for Green Racing will be revised and updated. Under consideration is the addition of new elements to the green score such as tires and engine lubricants.

We will also continue our alliance with Quimera for the development of electric powered motorsports in North America – look for some interesting announcements to come from them at the SEMA Show next month.

And finally, Patrick Racing is continuing to move forward with the development of yet another alternative fuel - a natural gas-powered PC car. The plan calls for it to debut during the 2013 season. The engine is now producing equivalent power to its gasoline predecessor and rapid progress is also being made on the design and production of safe fuel transfer and on-board storage systems.

The final category I want to cover today is...

7. The Merger - The public announcement of GA and ALMS merging together took place on September 5th. Since then much progress has been made, but nearly all of it has occurred out of the public eye. In the 30 business days that have passed since the announcement, here is a brief outline of what has been accomplished:

The first Board of Directors meeting of the new company was held.

An introduction of Jim France and Ed Bennett to the ACO occurred in Le Mans.

A manufacturers meeting was held that involved 12 OEMs with an agenda that included future GT and prototype technical regulations.

Seven Working Groups have been established with joint ALMS and GA management staff in leadership positions. Each group reports to ALMS/GA senior management on a weekly basis along with a monthly Board briefing. The groups are focused on everything from Marketing and Sponsor Integration to Class Structure and Technical Rules.

An agency selection process has begun that will ultimately be charged with all aspects of naming and branding the new unified series.

Additionally, several individual meetings, all involving both ALMS and GA personnel, have occurred with OEMs, tire manufacturers, team owners and corporate partners.

There is a commitment to have class structure and technical rules announced before year-end

And new series name and branding announced in the first quarter of 13

The level of cooperation between GA and ALMS staffs has been truly remarkable and despite what you may be reading from the many experts who post their views on various sites; there IS a genuine merging of best practices occurring. Everyone involved understands the unprecedented opportunity we have - and more importantly we understand the *responsibility*. It was said last night at dinner – and I agree, we have a moral imperative to get it right. A truly successful merger will come as a result of input from everyone in this room and your counterparts at Grand-Am. I know I can speak for Jim, Don and Ed when I say – we won't let you down.

So... That's the state of the series 2012. There is no question this has been another strong season of racing for the ALMS and all our stakeholders. And everything is in place for the 2013 season to deliver more of the same. There has never been a more exciting time to be involved in professional sportscar racing in North America. Embracing change has been part of our DNA since Don launched the series 14 years ago. The changes that are before us now make everything we have done in the past look insignificant by comparison. There is a partnership of equals that has been formed and the

opportunity to blend the best of both series and then leverage the unmatched resources of NASCAR into a single sportscar racing platform is an opportunity that until now was only a dream. And with that in mind I'd like to close my comments today with a quote – one that I think captures the significance AND the complexity of our collective mission – It comes from Dr. John Kotter, a professor at Harvard School of Business and the author of the worldwide bestselling book – Leading Change – and it goes like this:

“Managers promote stability while leaders promote change; and only organizations that embrace both sides of the contradiction can thrive”

In 2013 we will maintain stability while managing change. And in 2014 together we will thrive....we will thrive in ways we could have only imagined just twelve short months ago.

For a sport that was born by literally racing through the darkness to tomorrow, this is the dawn we have driven so long and so hard to see.

Yes, there are still miles to go and many challenges ahead but never has our opportunity been greater. We must stay focused on the reality that everything we have dreamed of is now possible. It is now up to all of us to work together in the closing laps of one great era to create a new golden age that realizes our sport's true potential. Victory is within sight and we have all come too far to let anything stop us.

I thank you for your time and attention and I wish you a safe and successful 15th running of Petit Le Mans powered by Mazda.

2013 Event, Television and Digital Schedule

Sebring	March 16	Fox Media Group
Long Beach	April 20	ABC April 21
MRLS	May 18	ESPN2
Lime Rock	July 6	ESPN2 Live
Mosport	July 21	ESPN2 Live
Road America	August 11 (with GA)	ABC Live
Baltimore	August 31	ABC Sept. 1
COTA	September 21	ESPN2
VIR	October 5	ESPN2 Oct. 6
Petit Le Mans	October 19	Fox Media Group*

* To be confirmed