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iRacing.com Expands Partnership with Lyn St. James Foundation Through “Women in the Winner’s Circle” Exhibit

History of Women in Auto Racing Documented in Five-Year Traveling Interactive Exhibition

BEDFORD, MA (February 16, 2010) – iRacing.com is joining the Lyn St. James Foundation in support of “Women in the Winner’s Circle,” a five-year traveling exhibition that recognizes the past history, the growing achievements, and the future growth of women in racing. iRacing.com’s support of the exhibit marks an expansion of the company’s relationship with the foundation, which was initiated last year through the company’s involvement with the Women in the Winner’s Circle Driver Development Academy.

The joint announcement by St. James and Kevin Bobbitt, iRacing.com’s director of marketing, was made prior to a reception at the opening of the exhibit’s first stop, the Daytona 500 USA.

“Last spring iRacing.com generously made its simulation service available to more than a dozen of the foundation’s Driver Development Academy,” St. James said. “The enthusiastic support iRacing is providing for our new historical exhibit will help us bring an appreciation for the rich but little-known history of women racers that has led to the current rapid growth of female participation in motorsport.”

Women in the Winner’s Circle is organized by The Henry Ford museum in collaboration with the Women in the Winner’s Circle Foundation. As a component of the project, The Henry Ford is developing an archive featuring women in racing, which will also be used to develop a highly experiential permanent American Auto Racing Exhibit for the museum.

“iRacing.com’s goal is to give as many people as possible the opportunity to go racing, whether in support of real-world racing or through online competition in the virtual world,” Bobbitt said. “Through her foundation and all of its supporters, Lyn St. James has worked tirelessly to bring more women into motorsport. We were pleased to have members of the Women in the Winner’s Circle Driving Academy spend time in our Driver Development Lab last spring, and to provide them with memberships in our online service. And now we’re happy to be able to help expand the reach of the Foundation as it provides a historical context for women’s participation in the sport.”

The primary goals of the Women in the Winner’s Circle exhibition are to:

- Engage viewers, and inform them about, the history of women in motor sports.
- Raise awareness of the growing women’s presence and leadership in the sport.
- Provide role models for the power of determination and positive thinking.
- Showcase racing as a gender-neutral sport, where men and women truly compete together and against each other without handicaps; in effect demonstrating that racing is a “true example for society.”

The design of the Women in the Winner's Circle exhibition is visually stimulating, interesting and informative. It is modular and expandable for such venues as museums, galleries, libraries, trade shows, racetracks, and auto shows. It includes graphic panels (with text and images), media, photographs and personal memorabilia. It also includes an interactive module featuring a database of both historic and contemporary women race drivers. The exhibit is designed so that where space is available it can include real race cars.

The target audiences for the exhibition include motor sports enthusiasts, general audiences (including non-enthusiasts), intergenerational groups and international audiences, with an age target of teens and up.

Following its premier at the Daytona 500 USA during Speed Weeks in February 2010, the exhibition will travel to approximately 10 American venues.

About Women in the Winner's Circle Foundation: A strong advocate for women in the motorsports industry, particularly women who aspire to the professional level in racing, Lyn St. James established the Women in the Winner's Circle Foundation in 1994, is a 501(c) (3) non-profit organization dedicated to professional development for talented, up-and-coming young women race car drivers. The Women in the Winner's Circle Foundation currently conducts two primary programs: Project Podium and the Women in the Winner's Circle Academy: The Complete Driver, established in 1994. The Academy has become the most comprehensive educational and training program of its kind for talented and gifted women motorsports drivers. Since its inception, more than 230 women drivers from 33 states and five countries have attended this program. More information about the Women's in the Winner's Circle Foundation and the Driver Development Academy can be found at www.lynstjames.com.

About iRacing.com

The company was founded in September of 2004 by Dave Kaemmer and John Henry. Kaemmer was co-founder of Papyrus Design Group, developers of award-winning racing simulations including NASCAR Racing: 2003 Season and Grand Prix Legends. Henry is principal owner of the Boston Red Sox and Fenway Sports Group – the co-owner of Roush Fenway Racing – as well as an avid simracer. The iRacing team combines more than 100 years of real-world racing experience with more than 50 years of successful racing simulation development. The company has developed numerous corporate relationships in the motorsport industry, including agreements to develop track simulations with International Speedway Corporation, Speedway Motorsports, and Panoz Motor Sports Group and vehicles with General Motors, Riley Technologies, Radical Sportscars, and 600 Racing. iRacing is the official simulation partner of the NASCAR Hall of Fame, Sports Car Club of America, Volkswagen Jetta TDI Cup, Star Mazda Championship, Skip Barber Racing School and Australia's V8 Super School. In April, 2009 iRacing and NASCAR announced a partnership to develop NASCAR-sanctioned online racing series. A similar program with the Indy Racing League, Indianapolis Motor Speedway and Dallara Automobili was announced in August, 2009. In January, 2010, Williams F1 and iRacing announced an agreement for iRacing to produce a virtual version of the 2009 AT&T Williams FW31. The iRacing service is open to racers and fans of all skill levels from top-level pros to complete beginners. To join in the fun, go to www.iRacing.com.