



V8 SUPERCARS BROADCAST LIVE IN PRIME TIME INTO NORTH AMERICA

Supercheap Auto Bathurst 1000 and Armor All Gold Coast 600

- US network SPEED to send commentary and production teams to Australia
- Both events to be broadcast live, in prime time and high definition
- Major promotional airtime on FOX and SPEED throughout the North American market

V8 Supercars expanding international reputation has been endorsed by US network SPEED sending a full commentary and production team to cover the Supercheap Auto Bathurst 1000 and Armor All Gold Coast 600 for telecast throughout North America.

Both prestigious V8 Supercar events will be broadcast live and in prime time on the SPEED network which is available in almost 84 million homes across North America. The intensifying interest in V8 Supercars throughout the US is a gleaming endorsement of the sport.

The signature events will also be broadcast live on Seven and live in full high definition on 7mate across the country, as well as in full HD throughout North America.

SPEED is making a significant investment in V8 Supercars by bringing their commentary and production teams to Australia. They will share the resources of V8 Supercar Television which produces the live pictures for the Seven Network domestically, BigPond's vast online coverage and more than 130 countries around the world.

V8 Supercars will provide SPEED with a purpose built set in pit lane for both events. It will also convert all of its race graphics and information specifically, for example converting kilometers into miles and litres into gallons.

The Supercheap Auto Bathurst 1000 is one of the world's most famous sporting events, sitting alongside the likes of the great Monaco F1 Grand Prix, the Indianapolis 500, the Daytona 500 and the Le Mans 24 hour.

The Armor All Gold Coast 600 is quickly rising to a similar stature with 28 international drivers joining the field as co-pilots, including the likes of Sebastien Bourdais, Helio Castroneves, Dan Wheldon, Tony Kanaan and Aussies Will Power and Ryan Briscoe who are household names in the US.

Both live telecasts will be promoted extensively not only on SPEED but also on its parent FOX network through News Corporation's wide array of multi-platform US-based sports assets.

It follows the announcement in June that V8 Supercars will race at the Circuit of the Americas in Texas from 2013, a first for any Australian sport to hold a Championship or points scoring event on American soil.

"This is a fantastic announcement for Australian sport and a tremendous endorsement of V8 Supercars," V8 Supercars Chairman Tony Cochrane said.

"Our sport is acting locally and growing globally every single month. We are on the march internationally and being recognised as such.

"I would like to take this opportunity to thank everyone at FOX Sports and SPEED in America, especially David Hill and Patti Wheeler – North American motorsport fans are in for a real treat with our prestigious races from Bathurst and the fabulous Gold Coast live into their homes in prime time."

"This is a great opportunity to share one of the signature events in all of motor sports with the SPEED audience," said Wheeler, EVP of Programming and Production for the network. "Some special arrangements already are in the works as we put together our on-air team and broadcast plans."

It is significant news for V8 Supercar sponsors, teams and drivers to get such massive exposure in the US through the SPEED/Fox platforms, as well as New South Wales and Queensland who host these two prestigious races.

The New South Wales' Minister for Tourism and Major Events, George Souris, described the decision by the U.S network to televise the event as a major coup, not only for the V8 Supercar race, but a source of pride to a regional city such as Bathurst.

"The Bathurst 1000 is one of the great sporting events on the Australian calendar and this will showcase one of the fantastic regions...the Central West of New South Wales," Minister Souris said.

"This is a wonderful chance to present Bathurst and its environs to the United States. I congratulate the organisers in arranging the international coverage of this magnificent event".

Queensland Sport Minister Phil Reeves said this is an exciting announcement not only for the event but for state tourism.

"What superb news that North America's largest broadcaster in the Fox Network through its' Speed Network will carry spectacular pictures of the Gold Coast live into prime time across North America," Minister Reeves said.

"These pictures alone, money can't buy and will give millions of Americans a birds eye view of one of the world's greatest tourist destinations, showcasing Queensland as the champion state and the events state."

American-based V8 Supercar sponsors such as Jim Beam, Coca-Cola Amatil, Irwin, Jack Daniel's, Armor All, Mother, Kenworth, Norton, Monster, Lucky Seven, Pepsi, Ford and Holden are delighted by the news.

About SPEED™

SPEED, anchored by its popular and wide-ranging coverage of NASCAR, is the nation's first and only cable television network dedicated to automotive and motorcycle racing, performance and lifestyle. Now available in nearly 84 million homes in North America, SPEED, a member of the FOX Sports Media Group, is among the industry leaders in interactive TV, video on demand, mobile initiatives and broadband services, including SPEED2, a groundbreaking new broadband network featuring live, streaming and on-demand events complementing offerings of the linear network. For more information, please visit SPEED.com, the online motor sports authority.

About FOX Sports Media Group

FOX Sports Media Group (FSMG) is the umbrella entity representing News Corporation's wide array of multi-platform US-based sports assets under Chairman & CEO David Hill. Built with brands that are capable of reaching more than 100 million viewers in a single weekend, FSMG includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FSMG now includes FOX Sports, the sports television arm of the FOX Broadcasting Company; Fox's 19 regional sports networks, their affiliated regional web sites and FSN national programming; SPEED and SPEED2; Fox Soccer Channel and Fox Soccer Plus; FUEL TV; and Fox College Sports. In addition, FSMG also includes FOX Sports Interactive Media, which comprises FOXSports.com on MSN, whatifsports.com and scout.com, reaching over 20 million unique visitors monthly. Also included are Fox's interests in joint-venture businesses FOX Deportes, Big Ten Network and STATS, LLC, as well as licensing agreements that establish the FOX Sports Radio Network, FOX Sports Skybox restaurants and FOX Sports Grills.

About V8 Supercars

V8 Supercars is a touring car racing category run as an international series under Fédération Internationale de l'Automobile (FIA) regulations. It is the premier motorsport category in Australasia and one of Australia's fastest growing sports. By 2010 the competition had millions of television viewers in Australia, an international broadcast footprint and had achieved multi-million dollar sponsorship at the Series and team levels. V8 Supercars is one of the few truly national sports in Australia, with twelve events held across Australia, plus a round in New Zealand and in Abu Dhabi. On average, 126,000 people attended events in Australia and New Zealand in 2010. V8 Supercars was created in 1997 to professionally manage, market and promote the sport of V8 Supercars racing around the world. Until May, 2011, V8 Supercars was owned 25 per cent by Sports & Entertainment Limited (SEL) and 75% by TEGA, the body representing the teams. Following the investment of Australian Motor Racing Partners Pty Limited (AMRP), V8 Supercars Australia is owned approximately 40% by the teams and management and approximately 60% by AMRP. More information at www.v8supercars.com.au

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