

**FOR IMMEDIATE RELEASE**

CONTACT:  
Melanie Crandall (PRIMEDIA)  
208.578.0013

**CHEVROLET PRESENTS THE 18<sup>th</sup> ANNUAL *STOCK CAR RACING*  
*FAN FEST* DURING DAYTONA SPEEDWEEKS. FEB. 12-14**

**Consumer and Trade Event with NASCAR Driver Signings (Dale Earnhardt Jr.),  
Pit Crew Challenge, Engine Building Contest, 4x4 Truck Buildup,  
Manufacturers' Displays and more**

LOS ANGELES, CA (December 16, 2002) – PRIMEDIA, the world's leading publisher of specialty magazines including *Stock Car Racing* and *Circle Track*, announces the 18<sup>th</sup> Annual Stock Car Racing Fan Fest presented by Chevrolet and co-sponsored by Sierra Entertainment, February 12-14, 2003. Held at the Ocean Center (101 N. Atlantic Ave.) in Daytona Beach, FL the event (formerly known as the Circle Track Racing Expo) features the ultimate Daytona racing experience with activities for everyone from hardcore racers to NASCAR fans, adults and children. Admission is \$9 for adults; children under 12 and the trade are free.

More than 30,000 expected attendees can peruse 60,000+ sq. ft. of exhibitor space featuring the latest product innovations, racing parts, and participate in daily pit crew challenges with more than \$10,000 in cash prizes. The 3-day show will also feature driver appearances including autograph sessions with Dale Earnhardt Jr and more than 10 other NASCAR drivers, an engine building contest, on-site 4x4 truck build up, fishing "cast-off" contest sponsored by Pure Fishing and seminars on host of racing-related topics. Fan Fest 2003 also includes activities for the whole family including a slot car racing area, video and interactive family games, as well as racing collectibles and souvenirs for sale at the show.

The mobile Hot Rod TV studio will also be at Fan Fest with host Dave McClelland interviewing attendees and covering the show for Hot Rod TV broadcast on The Speed Channel. The general public can also mingle with the editors of *Stock Car Racing*, *Circle Track* and *4-Wheel & Off-Road* Magazines, as well as professional racers and the automotive performance community.

- more -

2....2.....2  
Stock Car Racing Fan Fest

Show Hours include special trade-only admittance on opening day. Wednesday, February 12:  
trade only: 9 am - noon; general public: noon -9 pm. Thursday & Friday, February 13-14:  
noon - 9 pm

For complete sponsor, exhibitor and event information, please contact (800) 830-3976, ext. 101.  
Press inquiries, please contact Melanie Crandall, (208) 578-0013 or (323) 782-2546.

*One of the world's most innovative media companies, PRIMEDIA is pioneering the concept of targeted scale through its combination of traditional and new media properties. The company capitalizes on its focused content across print, television, the Internet and live events to offer highly effective integrated advertising and marketing solutions in some of the most sought after advertising demographic sectors including teens, automotive, outdoor, luxury, real estate and business-to-business segments. With 2001 sales from continuing businesses of \$1.6 billion, PRIMEDIA is the #1 special interest magazine publisher in the U.S., producing more advertising and editorial pages through its more than 250 titles than any other media company.*

###