

International Speedway Corporation

Source: Corporate Web Site

Bill France Racing, Inc., established in 1953, signed the initial contract to secure land for construction of Daytona International Speedway on Nov. 8, 1957. Thus, Daytona International Speedway Corporation (now International Speedway Corporation) was born.

Today, International Speedway Corporation, a publicly-held company (Nasdaq: ISCA - news; OTC Bulletin Board: ISCB - news) is a leading promoter of motorsports activities in the United States, currently promoting more than 100 events nationwide.

ISC currently owns and/or operates 11 of the nation's major motorsports 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 track ownership includes Nazareth Speedway in Pennsylvania and an indirect 37.5% interest in Raceway Associates, LLC, which owns and operates Chicagoland Speedway and Route 66 Raceway near Chicago, Illinois.

ISC 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."

Included among the events conducted by ISC at its facilities are:

- Stock car and/or truck races sanctioned by NASCAR, Automobile Racing Club of America (ARCA) and International Race of Champions (IROC);
- Open-wheel events by the Indy Racing League (IRL);
- Sports car races by the Grand American Road Racing Association (Grand American), International Motorsports Association (IMSA) and Sports Car Club of America (SCCA);
- Motorcycle events by the American Motorcyclist Association (AMA); and
- Go-kart races by the World Karting Association (WKA).

The development of a permanent racing facility in Daytona Beach, FL, took shape in 1955, as France began negotiations with city officials to construct a

state-of-the-art 2.5-mile high-banked speedway. Ground clearing began for the mammoth project on Nov. 25, 1957, and dream became reality when the first Daytona 500 was run on Feb. 22, 1959. The world's most diverse racing facility is now recognized internationally as the "World Center of Racing."

France, however, had visions of an even bigger and faster speedway. Therefore, on May 23, 1968 construction of a new superspeedway began on a 2,000-acre site in North Central Alabama. The first race was held at Talladega Superspeedway on September 13, 1969. The 2.66-mile high-banked tri-oval is recognized internationally as the "World's Fastest Speedway."

Darlington Raceway was acquired by ISC in 1982. Darlington opened in 1950 and is known as NASCAR's original superspeedway. The track "Too Tough To Tame," steeped in tradition, has undergone numerous improvements and renovations under ISC ownership.

Watkins Glen International was added to the ISC family in 1985. ISC assumed full ownership of WGI in 1997. Watkins Glen is the home to numerous road-racing events each year including the NASCAR Winston Cup Series race.

Also in 1997, ISC acquired Phoenix International Raceway, "The World's Fastest One Mile Oval," and created Kansas Speedway Corporation (KSC) a wholly owned subsidiary of ISC, to develop a 1.5-mile oval motor speedway in western Kansas City, Kansas. The facility was completed and opened in 2001.

In 1997, ISC also purchased a 40 percent interest in the Homestead-Miami Speedway. The state-of-the-art facility is located just south of Miami. In 1998, ISC purchased an additional 5 percent and owned 45 percent of the facility, with Penske Motorsports, Inc., owning 45 percent.

In 1999, the company merged with Penske Motorsports, Inc., adding four more tracks: California Speedway in San Bernardino County, Michigan Speedway near Detroit, North Carolina Speedway near Rockingham, N.C., and Nazareth Speedway in Nazareth, Pa.

With the merger, also ISC held a 90% interest in the Homestead-Miami Speedway, however acquired the remaining 10% in 2001.

Also in 1999, ISC formed Raceway Associates, LLC, in an effort to build a motorsports facility in the Chicago area. Raceway Associates, LLC, is a limited liability company owned 75 percent by the Motorsports Alliance (a company owned 50 percent by ISC and 50 percent by the Indianapolis Motor Speedway Corporation) and 25 percent by the nine former owners of the Route 66 Raceway in Joliet, Ill.

In addition to owning the Chicagoland Speedway that opened in 2001, Raceway Associates owns Route 66 Raceway; a 240 acre motorsports complex that includes a state-of-the-art drag strip, a 3/8-mile clay oval and a road course test track.

On December 1, 1999, ISC acquired Richmond International Raceway (RIR). Located approximately 10 miles from downtown Richmond, Virginia, "The Action Track" is a moderately-banked, lighted, 3/4-mile oval speedway known for its close, side-by-side racing.

In 2004, ISC acquired Martinsville Speedway in Martinsville, Virginia. Located near Greensboro and Winston-Salem, Martinsville is one of only two one-half mile tracks on the NASCAR NEXTEL Cup Series circuit. Also in 2004, ISC sold the assets of North Carolina to Speedway Motorsports, Inc.

ISC also owns DAYTONA USA, "The Ultimate Motorsports Attraction," which opened its doors to the public on July 5, 1996. The attraction, located at Daytona International Speedway, educates and entertains visitors about the history of racing in the Daytona Beach area through interactive exhibits and displays.

William C. France is Chairman, James C. France is Chief Executive Officer and Lesa Kennedy is President of ISC.

ISC Timeline

- 1934** William H.G. (Bill) and Anne France move to Daytona Beach.
- 1947** Initial organizational meeting for NASCAR (National Association for Stock Car Auto Racing) conducted on Dec. 14 by Bill France and associates.
- 1948** NASCAR formally incorporated on Feb. 21.
- 1953** Bill France proposes construction of a permanent speedway facility on April 4.
- Bill France Racing, Inc. becomes incorporated.
- 1955** Bill France Racing, Inc. changes name to Daytona International Speedway Corporation.
- 1957** Ground clearing for Daytona International Speedway begins on Nov. 25.
- 1959** Daytona International Speedway opens. First Daytona 500 is run on Feb. 22. Lee Petty in an Oldsmobile is declared the winner three days after the event.
- 1966** Bill France meets with the Talladega Mayor and other city officials to propose the construction of a superspeedway on a site near Talladega, Ala.
- 1968** Bill France Racing, Inc. changes name to International Speedway Corporation.
- 1968** Construction on the Talladega Superspeedway begins on May 23, 1969. Talladega Superspeedway opens. Richard Brickhouse wins first Talladega 500 (now DieHard 500) on Sept. 14.
- 1970** Motor Racing Network goes on the air to broadcast the 1970 Daytona 500 on Feb. 22.
- 1982** ISC purchases historic Darlington Raceway in South Carolina.

- 1983** ISC purchases interest in Watkins Glen International road course in upstate New York.
- 1989** Americrown Service Corporation is incorporated on Feb 6.
- 1995** DAYTONA USA, "The Ultimate Motorsports Attraction," breaks ground on June 30.
- 1996** ISC became 12 percent equity owner of Penske Motorsports, Inc.
- DAYTONA USA, "The Ultimate Motorsports Attraction," opens to the public on July 5.
- 1997** ISC acquires remaining interest in Watkins Glen International.
- ISC acquires Phoenix International Raceway.
- ISC announces plans to build motorsports facility in Kansas City, Kansas.
- 1998** ISC EVP Lesa Kennedy named one of the "Top Female Sports Executives" by *Street and Smith*
- Pepsi 400 at Daytona produces record attendance.
- ISC named to Forbes list of "200 Best Small Companies in America."
- ISC joins with Indianapolis Motor Speedway and Route 66 Raceway to build motorsports facility in Chicago.
- 1999** Bonds sold for ISC's Kansas City project.
- MRN moves into new state of the art broadcast facility.
- ISC first in motorsports to offer online ticket sales.
- ISC, Trump enter into agreement to develop motorsports facility in NY area.

Daytona 500 records record television viewership.

The Motorsports Alliance, LLC, a limited liability company jointly owned by the Indianapolis Motor Speedway Corporation and ISC and the owners of Route 66 Raceway, LLC announced the formation of a new company, Raceway Associates, LLC. The company plans to build a motorsports facility in the Chicago area.

ISC completes merger with Penske Motorsports, Inc. acquiring 4 more tracks - California Speedway, Michigan Speedway, N.C. Speedway and Nazareth Speedway.

ISC acquires Richmond International Raceway.

2000 Groundbreaking for Kansas Speedway in Kansas City, Kansas

Groundbreaking for Chicagoland Speedway in Joliet, Illinois.

ISC President Jim France and ISC EVP Lesa Kennedy named to NASCAR Board of Directors

ISC EVP Lesa Kennedy named one of the "Top Female Sports Executives" by *Street and Smith's Sports Business Journal*

ISC Chairman Bill France steps down as President of NASCAR

2001 Kansas Speedway hosts inaugural NASCAR Winston Cup Race

Chicagoland Speedway hosts inaugural NASCAR Winston Cup Race

Lesa Kennedy named "2001 Top Female Sports Executives of the Year" by *Street and Smith's Sports Business Journal*

ISC acquires remaining 10% of Homestead-Miami Speedway

Bill France named "International Entrepreneur of the Year" by the University of Missouri - KC

2003 Lesa D. Kennedy, who served as Executive Vice President of the Company since 1996, becomes ISC President. She is the company's

first female president and becomes the third-generation France to run International Speedway Corporation.

James C. France, who served as ISC's President and Chief Operating Officer since 1987, is named CEO.

John R. Saunders, ISC's Senior Vice President of Operations since 1999, is named Senior Vice President and Chief Operating Officer.

2004

ISC acquires Martinsville Speedway and sells North Carolina Speedway.