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FOR IMMEDIATE RELEASE

EpiCentre Launches Unique Speed Week Event

SpeedCentre to feature live music, Dale Earnhardt Jr. appearance

CHARLOTTE, N.C. (April 15, 2009) – EpiCentre, Uptown Charlotte’s unique entertainment destination, announced today a new event for Charlotte Speed Week May 21-23. The event -- appropriately named SpeedCentre -- will provide an entertainment outlet for race fans and local residents who want to take part in the excitement of NASCAR in Charlotte during one of the city’s busiest weeks of the year.

SpeedCentre will feature live music entertainment, fun exhibits, live radio broadcasts and NASCAR driver appearances -- including a special appearance by Dale Earnhardt Jr. The EpiCentre features popular bar establishments including Whisky River, Black Finn and Strike City, as well as a movie theatre and more.

“For years, NASCAR fans have flocked to uptown Charlotte to be a part of Speed Week festivities. With our SpeedCentre event, NASCAR fans now will be able to celebrate in a setting that only the EpiCentre can provide,” said Bob Durkin. “We encourage everyone to come enjoy all the activities that EpiCentre and SpeedCentre has available with our restaurants and bars, Strike City bowling, Mez movie theatre, and great shopping. Combined with the opportunities to mingle with NASCAR drivers, participate with sponsors and listen to great music will make for a great atmosphere.”

SpeedCentre also is proud to announce Speedway Children’s Charities (SCC) as its official charity partner. Speedway Children’s Charities representatives will be present giving fans the chance to donate \$5 and in return receive a 2009 NASCAR Day collectible pin. A “cornhole toss” game will also be featured which allows fans who donate \$5 or more to have two chances for sinking a cornhole bag to win tickets to the Coca-Cola 600. All of the proceeds will go to the Speedway Children’s Charities.

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“Speedway Children’s Charities is very pleased to be associated with SpeedCentre in it inaugural year,” said Amanda Hollingsworth, Director of SCC Charlotte. “SpeedCentre is providing us with a great opportunity to spread our mission by reaching out to the Charlotte Speed Week fans.”

EpiCentre’s SpeedCentre kicks-off Thursday, May 21st at 5 p.m. and continues all day Friday and Saturday. Two stages will feature live entertainment with headliners playing the Pavilion Level Bud Light stage each night.

SpeedCentre hours will be: 5 p.m. – 2 a.m. Thursday, May 21; 1 p.m. – 2 a.m. Friday, May 22; Noon – 2 a.m. Saturday, May 23. EpiCentre tenants will be open for business with several establishments featuring SpeedCentre promotions, including Dale Earnhardt Jr. LIVE on QVC at Whisky River Friday night. The Dale Jr. QVC show will air from 8-10pm ET with Dale Jr. appearing from 9-10pm.

For more information, directions and updates please visit www.speedcentrecharlotte.com. Sponsorship and entertainment news will be updated prior to the event week as needed.

About Speedway Children’s Charities:

The mission of Speedway Children's Charities remains true to the ideals it was founded upon in 1982: To care for children in educational, financial, social and medical need in order to help them lead productive lives.

SCC provides funding for hundreds of non-profit organizations throughout the nation that meet the direct needs of children. Our vision is that every child has the same opportunities no matter what obstacle they are facing. www.speedwaycharities.org

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