



MONTICELLO MOTOR CLUB ENTERS PARTNERSHIP WITH GRAND-AM ROAD RACING

Daytona Beach, FL (January 27, 2011) – Monticello Motor Club (MMC), an automotive country club located 90 minutes from Manhattan, has entered into an exciting new partnership with NASCAR's GRAND-AM Road Racing Series. The new efforts will launch with the season-opening ROLEX 24 at Daytona, one of the world's greatest endurance races.

GRAND-AM will welcome MMC as a Promotional Partner for 2011. MMC will be presenting the MMC Award and gift certificate good for a full "Taste Of The Track" experience to the Trueman / Akin recipients, which is the highest finishing Pro-Am Driver in each Class of the ROLEX Sports Car Series. The prestigious Trueman/Akin awards are named after two motorsports icons, Jim Trueman and Bob Akin. This award is highly coveted by the drivers, with recent winners including Leh Keen, Mark Patterson and MMC Member, Emil Assentato.

Also to kick-off the new partnership, MMC will have a display in Daytona International Speedway's FanZone with our track model during the ROLEX 24 weekend, where race teams, drivers, fans, prospective members and the media can learn more about North America's most thrilling new automotive country club. To add even more excitement to the weekend, twelve Monticello Motor Club members will be racing in Daytona, including MMC President Ari Straus, 2010 GS runner-up Michael Marsal, GT class front-runners Emil Assentato and Eric Lux, and MMC's own Track Director, Sam Schultz, who set a new Daytona track record for ST during January's official test days.

"We are excited about this new partnership with GRAND-AM," said Monticello Motor Club President Ari Straus. "We've been following GRAND-AM's growth for many years. Both the Continental Tire Sports Car Challenge Series and ROLEX Sports Car Series presented by Crown Royal Cask No. 16 offer some of the most competitive racing on the planet. Every race offers intense action from flag-to-flag. The people at GRAND-AM are amazing to work with, and we look forward to the start of a successful partnership"

Straus continued, "With so many members of MMC racing here this weekend, it really shows the natural synergy between our club and GRAND-AM. Most MMC members join with no track experience – just a love of cars and the thrill of a private club to learn their potential. Over time, some members progress into our private MMC series. We help them fulfill lifetime dreams, from no experience, to racing in the ROLEX 24 at Daytona, one of the most important road races in the world. MMC Member Michael Marsal joined in 2008 with no racing experience and progressed from MMC's member-only race series to pro-racing in GRAND-AM, winning the GS runner-up podium in 2010. This weekend, Michael will again be competing in the GS Class and continuing his meteoric rise through the racing ranks, competing in the 49th running of the ROLEX 24 at Daytona."

In addition to the racers, many more MMC members will be in attendance to catch the action live. The 2.5-hour Continental Tire Sports Car Challenge GRAND-AM 200 starts at 1:30pm on Friday, January 28. Live SpeedTV coverage of the 49th annual ROLEX 24 at Daytona begins at 3pm on Saturday, January 29, with the green flag flying at 3:30pm. Those at home can also follow the progress of both races on the Monticello Motor Club Facebook page.

To learn more about Monticello Motor Club, visit www.monticellomotorclub.com, email info@monticellomotorclub.com, call 877-578-RACE (7223).

Please visit the Monticello Motor Club Facebook Page and "Like Us!"