

**FOR IMMEDIATE RELEASE**

Contact: Peter Frey  
(818) 398-5733  
StarMazdaPR@aol.com



**NEW COMMUNICATIONS DIRECTOR FOR STAR MAZDA CHAMPIONSHIP**

Los Angeles, CA (July 24, 2007) – The Star Mazda Championship presented by Goodyear today announced that Motorsports public relations veteran Peter Frey will assume the duties of Communications Director beginning immediately.

Frey, who began his career as a journalist/racing driver, has been both Associate Editor of Motor Trend magazine and West Coast auto editor of the Robb Report. His racing resume includes such events as the 24 Hours of Daytona and the first 24-hour showroom stock race at Nelson Ledges.

His motorsports PR career includes involvement with championship winning teams such as Malibu Grand Prix, Dan Gurney's All-American Racers and Lynx Racing. Frey has also worked with numerous top drivers over the years, including Jack Baldwin, Tommy Kendall, Chris Cord, Dennis Aase, Willy T. Ribbs, David Donohue, Patrick Carpentier, Alex Barron, Memo Gidley, Buddy Rice, Michael McDowell and Michael Valiante. He was also PR Manager for the Champ Car Atlantic series in 1991.

"Bringing a guy with Peter's level of experience and contacts on board with the Star Mazda Championship is the first step in a wide-ranging upgrade of all areas of our operations," says Star Mazda president Gary Rodrigues. "Between now and the beginning of the 2008 season we will, among other things, expand our media and marketing programs internationally, re-design the series web site and begin active recruiting of the hottest young drivers from around the world. The Star Mazda Championship is already the most competitive and cost-efficient open-wheel series in the world today. It's also the most successful, high-profile driver training program, with graduates like Formula One driver Scott Speed, Champ Car driver Graham Rahal and IRL driver Marco Andretti. But now, working with Mazda USA, the best corporate partner any racing series could have, its time to take it to the next level."

Mazda has created a unique, company-sponsored 'motorsports ladder' that reaches all the way from karting to Champ Car. The winner of Champ Car ROTAX Kart Challenge will receive a scholarship to the 2008 Skip Barber Regional Series, while the champion in the Skip Barber Pro Series presented by Mazda will get a sponsored ride in the Star Mazda Championship presented by Goodyear. This year's Star Mazda series champion will receive a full-season drive for 2008 in the next series up the ladder, the Champ Car Atlantic Championship Powered by Mazda. And the 2008 winner of the Atlantic Championship gets a \$2 million sponsorship to help them move up to Champ Car.

"I've spent most of my Motorsports career working with young drivers on the way up, and I look forward to helping the rising stars of the Star Mazda Championship achieve their goals," says Frey. "At the same time, the series itself is poised for a major step forward with some exciting new projects and opportunities and I look forward to being a part of that evolution as well."

