



**P-UNO IN 5-YEAR DEAL TO BROADCAST STAR MAZDA CHAMPIONSHIP
PRESENTED BY GOODYEAR TO LATIN AMERICAN MARKET**

Los Angeles-based P-UNO Motorsports TV has reached a 5-year agreement to broadcast the Pro Star Mazda Series Presented by Goodyear in Latin America beginning next year.

P-UNO principals are Hector Cademartori, world-renowned motorsports artist and a journalist for 35 years and Pedro Serramalera, a long time racing enthusiast and also a driver in the PRO Star Mazda Series.

"Even though my main activity has been my art, I love to write and I've been covering the US racing scene for several publications from Argentina and Spain," says Cademartori, a veteran vintage racer. "I look forward to this challenge in a new form of journalism".

The main targets of the project are three fold: to promote the series in Latin America, to attract drivers from that part of the world and to generate exposure for their sponsors in their home markets.

"We are evaluating our options regarding a suitable TV cable station for the project but, in any case, besides Spanish speaking countries it'll include also Portuguese-speaking Brazil. We'll let you know as soon as we make a decision in this regard", said Serramalera.

P-UNO made its debut as the sponsor of the #57 car in the Star Mazda Championship in the 2008 series finale at Mazda Raceway Laguna Seca. Serramalera practiced and qualified the car but, due to a last-minute back injury, the car was raced by veteran Star Mazda Championship racer Ron White. White scored a total of five wins in 2006 and 2007 and finished third in the championship. Driving the #57 P-UNO car for the first time in the race, White started from last place on the 25-car grid and finished 12th.

For further information, please contact:

Hector Cademartori / hcademartori@p-uno.tv

Pedro Serramalera / pserramalera@p-uno.tv

P-UNO Motorsports TV

2884 Roosevelt St.

La Verne. CA 91750. USA

(909) 593-8424