



STAR MAZDA CHAMPIONSHIP 2009 RACES TO BE BROADCAST ON SPEED TV TO MORE THAN 40 LATIN AMERICAN COUNTRIES

Oct. 12, 2009 / Los Angeles – The Star Mazda Championship presented by Goodyear and P-UNO Motorsports TV today announced the signing of a contract with SPEED Channel Latin America to broadcast seven races of the 2009 STAR Mazda Series Presented by Goodyear championship.

Seven of the Star Mazda Championships 13 races from the 2009 season are part of the package, including the season-opener at the 12 Hours of Sebring, Round 2 at Virginia International Raceway and Rounds 4 and 5 from the Mazda Formula X double-header at New Jersey Motorsports Park as well as Rounds 8 and 9 from the Harrah's Autobahn Grand Prix presented by Mazda double-header at Autobahn and Round 10, the legendary street race in Trois Rivières in Quebec, Canada.

In total, SPEED Latin America will broadcast the Star Mazda Championship races to more than 40 countries (or territories), including all of the most important racing markets: Brazil, Mexico, Argentina, Chile, Colombia and Venezuela. In addition, races will be broadcast in Anguilla, Aruba, Antigua, the Bahamas, Barbados, Barbuda, Belize, Bolivia, the British Virgin Islands, the Cayman Islands, Costa Rica, Dominica, the Dominican Republic, Ecuador, El Salvador, Grenada, Guadalupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Montserrat, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, St. Christopher (St. Kitts) and Nevis, St. Lucia, St. Marten, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands and Uruguay.

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

The main targets of the project are three fold: to promote the series in Latin America, to inform drivers from that part of the world about the Star Mazda Championship and encourage them to further their careers by racing in North America, and to generate exposure for the sponsors of South American drivers in their home markets. Serramalera and Cademartori will provide voiceover commentary in Spanish and SPEED will provide a version in Portuguese for the Brazilian market.

"It's not all the races, but enough to give our audience south of the border a good idea of what this series is all about," says P-UNO co-founder Pedro Serramalera. "Furthermore, two of them

(Sebring and VIR), will be world premieres since they have not been aired anywhere, yet. SPEED Latin America is planning to show each race at least twice every week, beginning in early November. We'll let everyone know as soon as we have the final schedule."

The 2010 season will mark the 20th year of the Star Mazda Championship presented by Goodyear, one of the most stable and successful open-wheel driver development series in North America. Both title sponsors are major global corporations and their contracts with the Series run through the 2013 season.

The Star Mazda Championship the college basketball, the triple-A baseball of auto racing, a high-speed training ground for future stars of the sport and a major step on the **MAZDASPEED** Motorsports Development Ladder and automaker-supported scholarship program that provides funding for young champions to move up from karting to the top levels of the sport.

Star Mazda Championship racers are high-tech open-wheel cars powered by Mazda's legendary 'ReGenesis' rotary; top speed exceed 160 mph and 0 to 60 mph acceleration takes just 2.8 seconds. The 'single-spec' engineering of Star Mazda Championship race cars showcases driving talent instead of big budgets. Expert (30 to 44 years old) and Master (45 and older) categories, run as a race-within-a-race, provides competition for more mature drivers in whom the competitive fire still burns brightly. The series races on major motorsports weekends and the 13-race, 11-weekend 2009 schedule includes races on road courses, street circuits and ovals.

A uniquely diverse group of drivers was part of the Star Mazda Championship series in 2009, including racers from the U.S., Canada, Mexico, Brazil, Argentina, Chile, England, Ireland and Japan as well as drivers ranging in age from 16 to 51. Total prizes for 2009 approach \$1.5 million, including a Mazda-sponsored drive for the Star Mazda series champion in the next step up the motorsports ladder, the Atlantic Championship Powered by Mazda. With additional exciting announcements to be made in the in coming weeks, the 2010 Star Mazda Championship presented by Goodyear is poised to step up to the to new heights of popularity and success.

For further information on P-UNO, please contact:

Hector Cademartori / hcademartori@p-uno.tv

Pedro Serramalera / pserramalera@p-uno.tv

(909) 593-8424

For further information on the Star Mazda Championship presented by Goodyear, visit www.StarMazda.com or contact Series Communications Director Peter Frey (818) 398-5733 / StarMazdaPR@aol.com.

