



SCHEDULE ANNOUNCED FOR SPEED CHANNEL LATIN AMERICA BROADCAST OF 2009 STAR MAZDA CHAMPIONSHIP RACES TO 40 TOP SOUTH AMERICAN MARKETS

Oct. 27, 2009 / Los Angeles – The Star Mazda Championship presented by Goodyear and P-UNO Motorsports TV today announced the SPEED Channel Latin America broadcast schedule for the 2009 races. SPEED Latin America will begin broadcasting races at 1-hour shows every Wednesday, beginning November 11. Two different races will air each Wednesday, with a repeat broadcast 3-4 days later. The final two events, the Grand Prix du Trois Rivieres from Quebec and the season finale from Mazda Raceway Laguna Seca, will air on Dec. 9, with a repetition on Dec. 13. Over the course of a month, SPEED Latin America will air 24 Star Mazda Championship broadcasts in more than 40 countries. Races will air with Spanish-language voice-over commentary, SPEED will provide commentary in Portuguese for the Brazilian market and there will be a SAP version in English as well.

Seven of the Star Mazda Championship's 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. Also part of the package are 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 and the championship-deciding season-finale at Mazda Raceway Laguna Seca.

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 Star Mazda Championship 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.

Event	Air date (Wednesdays)	TIME (MEX)	Repeat Date	TIME
#1 Sebring	November 11, 2009	5pm and 10pm	November 15, 2009	7am
#2 Virginia	November 11, 2009	6pm and 11pm	November 15, 2009	8am
#3 New Jersey I	November 18, 2009	5pm and 10pm	November 21, 2009	7pm
#4 New Jersey II	November 18, 2009	6pm and 11pm	November 21, 2009	8pm
#5 Autobahn 1	December 2, 2009	5pm and 10pm	December 6, 2009	7am
#6 Autobahn 2	December 2, 2009	6pm and 11pm	December 6, 2009	8am
#7 Trois Rivieres	December 9, 2009	5pm and 10pm	December 13, 2009	7am
#8 Laguna Seca/End of the Season	December 9, 2009	6pm and 11pm	December 13, 2009	8am

Note: Times are for Mexico; please convert for other zones.

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.

"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. "We've been working very hard for a long time on finalizing these broadcasts and are very pleased to be able to finally announce firm air dates and times. This is just the first step in our program to expose South American drivers to the Star Mazda Championship, and we expect the audience for the 2010 season broadcasts to be larger and more knowledgeable."

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 'Renesis' 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 were \$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 coming weeks, the 2010 Star Mazda Championship presented by Goodyear is poised to step up to the to new heights of popularity and success.

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