



**P-UNO**  
MOTORSPORTS TV

## **P-UNO MOTORSPORTS TV RESUMES BROADCAST OF 2010 STAR MAZDA CHAMPIONSHIP PRESENTED BY GOODYEAR RACES ON SPEED CHANNEL LATIN AMERICA**

Los Angeles, CA (August 9, 2010) - After a self-imposed delay caused by fans focused on the World Cup of Soccer, P-UNO Motorsports TV has resumed airing 2010 Star Mazda Championship presented by Goodyear races on SPEED Latin America. The program sequence began with re-airings of the season opener in Sebring



and next up on the schedule will be three airings of a composite show that includes highlight from Round 3 at Mazda Raceway Laguna Seca and full race action from Round 5 Iowa Speedway.

The Mazda Raceway / Iowa show will be broadcast Wednesday, August 11 at 6:00 pm, followed by re-airings on Saturday, August 14

at 10:00 pm and Sunday, August 15 at 7:30 am. All times are Mexico City times. The next race on the SPEED Latin America schedule is from New Jersey Motorsports Park; dates and times will be announced as soon as possible.

"The scream of rotary racing engines has replaced the noise of the infamous vuvuzelas and we're glad to report that our TV season on SPEED Latin America is under way," noted Hector Cademartori, the noted motorsports artist and journalist who runs P-UNO Motorsports TV with co-owner Pedro Serramalera. The duo also work together on translations of the voice-over commentary for the races when they are broadcast in South America.

Adds Serramalera, a long-time racing enthusiast who is also a driver in the Star Mazda Championship, "The Sebring race had three airings and our next one is Iowa/Mazda Raceway-Laguna Seca. The program is based on the oval race, but we also included footage and commentary that we produced from the Laguna Seca event; the show is very exciting and informative. This program will have also three airings and we should remind our viewers that these are all Mexico times."

The broadcast schedule calls for Los Angeles-based P-UNO Motorsports TV to air eight races and a season recap on SPEED Latin America in 2010, with broadcasts going to more than forty countries and territories. The eight races for 2010 will be: Sebring, the two ovals in Iowa and Indianapolis (ORP), one of each of the double-headers in New Jersey and Autobahn, the two Canadian events in Mosport and Trois Rivieres and the season finale in Road Atlanta. Please see the [www.StarMazda.com](http://www.StarMazda.com) web site for race dates.

In total, SPEED Latin America will broadcast the Star Mazda Championship races to more than 40 countries, including all of the most important racing markets: Brazil, Mexico, Argentina, 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, Chile, 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. Hector Cademartori and Pedro Serramalera, P-UNO's principals, produce the commentary in Spanish and in Portuguese for the Brazilian market.

Los Angeles-based P-UNO Motorsports TV has an agreement with 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.

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.

For further information on P-UNO, please contact: (909) 593-8424

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### **About Star Mazda Championship presented by Goodyear**

For 2010, the Star Mazda Championship presented by Goodyear will feature an 11-weekend, 13-race schedule, most on major race weekends with American Le Mans and the Indy Racing League. Rising stars from around the world will compete for prizes valued at \$1.5 million and benefit from two driver development programs, including the MAZDASPEED Motorsports Driver Development Ladder and the Indy Racing League's 'Road to Indy' program. Series alumni include Indy Car stars Marco Andretti, Graham Rahal and Raphael Matos, rising NASCAR drivers Michael McDowell, Scott Speed and Colin Braun and prototype racers Dane Cameron and Guy Cosmo. Drivers 16 and older are welcome to compete and the Star Mazda Championship also features Expert (30 to 44) and Master (45 and older) classes for more mature racers. The Star Mazda Championship features standing starts, wheel-to-wheel racing at 150 mph and budgets a fraction of other top open-wheel ladder series. For more information on the Star Mazda Championship please visit [www.starmazda.com](http://www.starmazda.com). In addition to P-UNO and SPEED Latin America, Selected Star Mazda Championship races are broadcast on HDnet and syndicated through a variety of international, national and regional networks. Information on the TV schedule can be found at [www.MazdaRacing.tv](http://www.MazdaRacing.tv). Additional information, including search links and affiliates, can be found at the 'TV Information' link on the Series web site.

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

