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GOODYEAR



P-UNO
MOTORSPORTS TV

P-UNO Motorsports TV to broadcast eight races of the 2010 STAR Mazda Championship presented by Goodyear on SPEED Latin America.

Los Angeles-based P-UNO Motorsports TV will air eight races on SPEED Latin America in 2010, with broadcasts going to more than forty countries and territories.

"In fact, we'll broadcast nine programs, eight events and a recap of the season. Seems that the network is happy with our performance and they renewed our contract for this year," said Hector Cademartori, President of P-UNO.



"We aired eight races in 2009 with two repetitions each (24 programs) and two repetitions each again in February of this year (16 programs) for a total of 40 hours of Star Mazda racing on TV."

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 web site for race dates.

The first two races, Sebring and ORP (Indianapolis) already have an airing date with a repetition: Sebring: June 13 at 10AM and 11PM and ORP : Jun 26 at 10AM and June 27 at 11PM (Mexico Time). Hector Cademartori and Pedro Serramalera, P-UNO's principals, produce the commentary in Spanish and in Portuguese for the Brazilian market.

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.

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

Hector Cademartori / hcademartori@p-uno.tv

Pedro Serramalera / pserramalera@p-uno.tv

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. 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. Additional information, including search links and affiliates, can be found at the 'TV Information' link on the Series web site.

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.

On any given weekend, there are more Mazdas on the road-race tracks of America than any other brand of vehicle. At the track, you'll see MX-5 Miata, RX-8, MAZDA3, MAZDA6, RX-7 and other vintage Mazda models competing, because every Mazda has the Soul of a Sports Car.

For more information on the various Mazda spec series, visit:

www.usf2000.com

www.skipbarber.com

www.mx-5cup.com

Dean Case / Communications Officer / MAZDASPEED Motorsports
(310) 318-4582 / E-mail: MAZDASPEED@MazdaUSA.com

