



2010 Daytona 500 Broadcast Guide





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MEDIA INFORMATION

This guide has been prepared by the FOX Sports Communications Department to assist you with your coverage of the Daytona 500 on FOX and is accurate as of Feb. 8, 2010.

The FOX Sports Communications staff is available to provide further information, photographs and facilitate interview requests. NASCAR on FOX photography, featuring Darrell Waltrip, Larry McReynolds, Mike Joy, Jeff Hammond, Chris Myers, Dick Berggren, Steve Byrnes, Krista Voda and Matt Yocum, is available on FOXFlash.com. Releases on FOX Sports' NASCAR programming are available on www.msn.foxsports.com as well on FOXFlash.com. Please go to www.foxflash.com and register for a username and password to access the site. If you need assistance, contact Ileana Peña at 212/556-2588 or ileana.pena@fox.com.

Enjoy the 52nd running of the Daytona 500 on FOX and feel free to contact us anytime.

Lou D'Ermilio	Sr. VP, Communications, FOX Sports Networks	Cell: 917/601-6898
Dan Bell	VP, Communications, FOX Sports	Office: 310/497-7613
Ileana Peña	Director, Communications, FOX Sports	Office: 212/556-2588
Eddie Motl	Publicist, FOX Sports	Cell: 845/313-5802
Robert Broderick	Publicist, FOX Sports	Office: 212/556-2412
Liliana Rosales	Sr. Coordinator, Communications & Research	Office: 310/369-6682
Joshua Hargett	Communications Assistant	Office: 212/556-2471

2010 DAYTONA 500 MEDIA CONFERENCE CALL & REPLAY

FOX Sports is conducting a conference call with NASCAR on FOX analysts **Darrell Waltrip & Larry McReynolds**, race announcer **Mike Joy** and FOX Sports Television Group Chairman **David Hill** to preview its coverage of the 52nd Daytona 500 on:

Wednesday, Feb. 10 at 4:00 PM ET
The call in number is: 785-830-7991

A replay of this call is available by dialing 719/457-0820. Please enter passcode 9672264 when prompted.



Daytona 500 photography is now available on
www.foxflash.com

New images of:
Darrell Waltrip
Larry McReynolds
Jeff Hammond
Mike Joy
Chris Myers
Dick Berggren
Steve Byrnes
Krista Voda
Matt Yocum

Log on with your username and password and click on the FOX Sports logo on the right side.

Please contact Ileana Peña at ileana.pena@fox.com if you have any questions or problems obtaining the images.





PRODUCTION STAFF

EXECUTIVE PRODUCER

David Hill

SENIOR PRODUCER

Bill Brown

COORDINATING STUDIO PRODUCER

Scott Ackerson

ON-SITE PRODUCTION STAFF

Richie Zyontz	Coordinating Producer
Artie Kempner	Coordinating Director
Barry Landis	Race Producer
Bill Richards	Prerace Producer
Pam Miller	Pit Producer
Greg Scoppetone	Associate Director
Fran Morison	Associate Director
Derek Manning	Associate Director/Prerace
David Blatt	Feature Producer
Jake Jolivette	Feature Producer
Chris Pizzi	Prerace Assoc. Producer
Rich Gross	Broadcast Associate
Bentley Elliott	Broadcast Associate
Lynn Mignani	Production Coordinator
Patrick Perrin	Research
Bill Sloboda	Booth Stats
Nelson Crozier	Production Support
Andy Jeffers	Production Support

EXECUTIVE PRODUCER

Ed Goren

EVP PRODUCTION & PROGRAMMING

George Greenberg

SENIOR VP REMOTE OPERATIONS

Jerry Steinberg

FOX NETWORK CENTER OPERATIONS/STAFF

Gary Hartley	EVP, Graphic Design
Jack Simmons	SVP, Sports Operations
Lynn King	Executive Director, Field Ops
Jim Bernard	VP, Sports Operations & Prod
Mike Davies	VP, Field Operations
Jacob Ullman	Director, Remote Production
Janice Cassazza	Director, Videotape
Flavia Bowen	Operations Producer
Tim Ring	Prod Manager, Field Ops



PRODUCTION DETAILS

EQUIPMENT

FOX Sports is employing five main mobile production units in the multi-network television compound at Daytona International Speedway. In addition, FOX Sports' coverage from SpeedWeeks requires two satellite uplinks and a quad generator pack that provides nearly two megawatts of power independent of the local power source. This command center directs the following arsenal of production equipment:

- 20 manned cameras
- 3 Gopher Cams
- 2 super slow motion cameras, capturing 180 frames per second
- 10 robotic race cameras
- 3 robotic prerace cameras
- 12 in-car camera packages, each featuring three different camera angles
- 4 wireless roving pit/garage camera crews
- 25 digital video replay devices with over 72 channels of recording/payout
- 43 race team communication radios, one for each car on the track
- Over 150 microphones placed along the track and throughout Daytona International Speedway

CREW

A staff of approximately 300 production, technical and support personnel are expected to consume approximately 13,000 bottles of water, 125 gallons of coffee, 5,000 bottles/cans of soft drinks and over 5,000 meals during Daytona SpeedWeeks.

GOPHER CAM

Introduced at the Daytona 500 in 2008, Gopher Cam is a small, stationary high-definition camera buried underneath the asphalt track surface, inches below the yellow line at Daytona International Speedway. There are three Gopher Cams in-place for this year's Daytona 500. The cameras have also been paired with high quality condenser microphones for a realistic audio/video experience.

FOX 3D

FOX Sports uses state-of-the-art technology to bring viewers as much information about the drivers and cars as possible. First debuted in 2007, FOX 3D presents computer-generated visualizations from an infinite number of vantage points created from real-time data collected from each car on the track. These visualizations have a look similar to the sophisticated NASCAR video games popular with many of NASCAR's younger fans and augment FOX Sports' video replays.

HOLLYWOOD HOTEL

FOX NASCAR SUNDAY's traveling prerace studio, unveiled in 2007, is the most technologically advanced mobile unit ever employed to cover sporting events. It captures the charged atmosphere associated with on-location remote broadcasts, with the state-of-the-art equipment of a premier network center.

The enlarged desk has room for up to five people and is situated in front of two massive 71-inch plasma screens that offer a stunning visual presentation. The plasma displays have the ability to combine and offer a single visual image that stretches an incredible 120 inches across, and also the flexibility to offer multiple visual feeds. Left and right of these screens are additional flat-panel displays that feature supplementary visual content, including highlights, graphics and statistics. Constant feeds from the trackside cameras to the plasma screens allow the Hotel to be placed anywhere track logistics allow, negating line-of-sight concerns. Above all this runs a scrolling LED ticker that is capable of exhibiting a race's starting grid, current championship points standings, running order or other pertinent information.

The original Hollywood Hotel was nicknamed by Darrell Waltrip in 2001 as homage to FOX Sports' LA-based headquarters.

DOLBY 5.1 - CRANK IT UP!

An element of live event coverage that often plays a supporting role elsewhere has stood center stage at FOX Sports since its inception in 1994: audio. FOX Sports' passionate quest to capture the sounds of the game or race and deliver them to the viewers at home has already led to an impressive 11 Sports Emmy Awards for Outstanding Audio/Sound, including three for NASCAR on FOX.

A celebrated feature of FOX Sports' race coverage that made its debut at the 2001 Daytona 500 is "Crank it Up," a portion of the broadcast in which the announcers silently observe the action, or "lay out," while microphones strategically placed around the track are opened to reveal a full-throated, surround-sound experience that is unmatched in sports broadcasting.

PRODUCTION ACHIEVEMENTS

FOX Sports has achieved a hard-earned distinction as television's most innovative sports broadcaster, and ranking high among the network's accomplishments are several related to its NASCAR coverage. NASCAR on FOX has already amassed 13 Emmy Awards over its first eight years of coverage (note: the 2009 Sports Emmys have yet to be awarded), including three for Outstanding Sports Series (2001, 2005, 2007), three for Outstanding Live Event Audio Sound (2002, 2005 & 2006), one for Outstanding Graphic Design (2001), five for Outstanding Technical Team Remote (2001, 2003-05, 2007) and one for Episodic Promotional Announcement (2008).



DAYTONA 500 VALENTINE'S DAY TALE OF THE TAPE

This year marks the 50th Anniversary of the first Daytona 500 run on Valentine's Day. The first Great American Race run on this special date came in 1960, and was won by the legendary Junior Johnson, Grand Marshal for this year's event. Johnson's No. 27 Chevrolet averaged 124.74 miles per hour, and he took home a purse of \$19,600. This year's winner will earn a slightly bigger purse worth closer to \$1.5 million. In the 52 years the race has run, this is only the eighth time it has fallen on Valentine's Day. Bobby Allison is the only repeat Valentine's Day winner (1982 and 1988), and Chevrolet has been to Victory Lane three times, Buick twice, with Ford and Plymouth once each. The last Daytona 500 run on Feb. 14 came in 1999 and was won by Jeff Gordon. Below is our Valentine's Day "Tale of the Tape" comparing 1960 to 2010:

February 14, 1960

February 14, 2010

\$8	Dozen Roses	\$60
\$3.50	Box of Chocolate	\$25
\$0.62	Valentines Day Card	\$4.50
"The Apartment" <i>Jack Lemmon</i> <i>Shirley McLaine</i>	Top Romantic Comedy	"The Proposal" <i>Sandra Bullock</i> <i>Ryan Reynolds</i>
"Are You Lonesome Tonight" Elvis Presley	Top Love Song	"You Belong With Me" Taylor Swift
\$83	Diamond Heart Pendent	\$600
\$55	Gemstone Earrings	\$400
38,775	Attendance	(est.)180,000
\$19,600	Winner's Purse	('09) 1,536,388
149.892	Top Speed	('09) 188.001
42.2 million	U.S. TV Households	114.9 million



FOXSPORTS.COM on msn



DAYTONA 500 COVERAGE ON FOXSPORTS.COM ON MSN

www.msn.foxsports.com

FOXSports.com on MSN provides the Web's most comprehensive and entertaining look at the 52nd running of the Daytona 500. Starting Monday, Feb. 8, FOXSports.com launches its DAYTONA 500 coverage, packed with the latest news, exclusive interviews and unmatched analysis from NASCAR on FOX's Darrell Waltrip, Larry McReynolds, Jeff Hammond and FOXSports.com's senior NASCAR writer Lee Spencer.

EXCLUSIVE COVERAGE OF THE DAYTONA 500 ON FOXSPORTS.COM INCLUDES:

- ◆ **DRIVER INTERVIEWS:** Exclusive video interviews with drivers including Kevin Harvick, Matt Kenseth, Jeff Burton
- ◆ **JEFF GORDON EXCLUSIVE:** Lee Spencer sits-down with the four-time NASCAR Cup Series Champion to discuss his plan to regain the crown
- ◆ **DRIVER DIARIES:** Team Penske's Brad Keselowski debuts his bi-weekly diary on Wednesday, Feb. 10th. Driver of the No. 12 car gives fans an inside look at how he prepares race to race
- ◆ **INTERACTIVE FAN CHAT:** NASCAR on FOX pit reporter Matt Yocum joins race fans from Daytona International Speedway to discuss the latest NASCAR news, recap the Budweiser Shootout and preview the Daytona 500
- ◆ **PHOTO GALLERIES:** Fresh photo throughout SpeedWeeks with themes including: Greatest Daytona 500 Moments, NASCAR wives, Athletic Greatness After 40, Danica Patrick and Family Feuds
- ◆ **RACE HIGHLIGHTS:** FOXSports.com on MSN showcases exclusive video highlights following each NASCAR on FOX race beginning with Budweiser Shootout
- ◆ **EXCLUSIVE POST RACE ANALYSIS:** Waltrip, McReynolds and Hammond dissect the just completed event for hardcore and casual fans alike



twitter



NASCAR ON FOX GIVES FANS ALL-ACCESS PASS THROUGH SOCIAL MEDIA

Fans Connect with Twitter's No. 1 NASCAR Page, Facebook & MySpace

NASCAR fans can't get enough information, commentary or behind the scenes access to the excitement of race day. That's why in the past year, FOX Sports has developed its multiple social media platforms to keep fans connected to the broadcasters and coverage they know and trust.

After a successful launch just after last year's Daytona 500, NASCAR on FOX continues to use Twitter, the free social networking phenomenon, to stay linked to fans. Followers of www.twitter.com/NASCARONFOX receive the latest programming information; alerts to original video and columns generated exclusively for FOXSports.com; opinions and firsthand observations from the personalities they trust like Darrell Waltrip, Larry McReynolds, Jeff Hammond and Mike Joy.

Initiated as a complement to NASCAR on FOX's on-air coverage to engage viewers more deeply, www.twitter.com/NASCARONFOX has broken news, provided in-race observations and insights, guided fans to exclusive columns at FOXSports.com, sent out dozens of exclusive photos and issued programming alerts and tune-in information. Users can exchange messages of no more than 140 characters, instantaneously.

More than 30,000 NASCAR fans are currently following FOX Sports' NASCAR page, making it the No. 1 NASCAR site on Twitter.

Fans can also gain access to more exclusive FOX Sports content by logging on to www.facebook.com/foxsports and www.myspace.com/foxsports and joining the fan pages. Both social networking websites allow users to communicate with family, friends and co-workers by sharing interests and opinions through posts. FOX Sports updates both pages with photos and new FOXSports.com content so fans stay connected to the latest news.



MYERS & HARTMAN ROAR INTO DAYTONA

**Entertaining Duo To Host Three Live Shows From Legendary Daytona International Speedway
Beginning Wednesday, Feb. 10**

FOX Sports Radio delivers live coverage from Daytona International Speedway for the 52nd annual running of The Great American Race – The Daytona 500. NASCAR on FOX host Chris Myers and Steve Hartman broadcast from Old Victory Lane from 3:00 – 7:00 PM ET Wednesday, Feb. 10 through Friday, Feb. 12, providing listeners with live updates and interviews with NASCAR's top drivers like four-time Sprint Cup Champion Jimmie Johnson, Jeff Gordon, Dale Earnhardt Jr. and Kurt Busch, crew chiefs, NASCAR on FOX broadcasters and celebrities attending the biggest race in motorsports. For additional information including updated daily guest lists, please visit www.FOXSportsRadio.com.

Myers and Hartman are an anchor component of FOX Sports Radio's powerful new-look lineup featuring some of the most-talented hosts in sports talk radio: FSR's daily lineup features:

Stephen A. Smith

M-F 6:00 - 9:00 AM ET

The veteran sports radio/TV host, journalist and commentator is both a daily talk host and regular contributor. "Stephen A." tackles news, sports and headlines of the day with his opinion-based philosophy, with participation from listeners via phone, web, text and email viewpoints. The show features up close and personal conversations with the world's premier athletes, celebrities and newsmakers.

Dan Patrick

M-F 9:00 AM -12:00 PM ET

This multi-media star brings 30 years of broadcast experience to the airwaves. Patrick speaks his mind, and delivers powerful sports entertainment. He is joined regularly by the biggest names in the business - no show attracts a more impressive lineup.

Chris Myers & Steve Hartman with Vic "The Brick" Jacobs

M-F 3:00 - 7:00 PM ET

Between these three broadcast veterans, the hosts of this show have decades of experience. Chris Myers, Steve Hartman and Vic "The Brick" Jacobs are three of the most opinionated guys in entertainment sports radio. They go head to head every day on topics that are relevant to listeners – and they've never met a problem they couldn't fix with their opinions.

Petros & Money**M-F 7:00 – 10:00 PM ET**

Petros Papadakis and Matt “Money” Smith are the future of sports/entertainment/guy-talk radio - in fact, they’re pioneering it. They cover everything from sports to pop culture, love to money. Throw in consistently great guests, and listeners can’t get enough. Some call them eclectic, and maybe even crazy, but their unique on-air style is taking radio where it’s never been before.

Tony Bruno**M-F 10:00 PM - 1:00 AM ET**

Tony Bruno’s 35-year radio journey has led him to become an award-winning reporter, anchor and talk show host at the highest level in the industry. Each night, Bruno delivers his entertaining, informative and candid take on the day in sports, as well as pop-culture, lifestyle and more. His trademark, no-holds-barred approach to radio captivates listeners across the country.

J.T. “The Brick” with Tomm Looney**M-F 1:00 AM - 6:00 AM ET**

J.T. delivers the latest sports news and information as he catches fans up on the day’s biggest events. He’s joined each night by anchor Tomm Looney - the ultimate tough guy with an attitude to match. Looney turns things up a notch as J.T. shares his hard-hitting thoughts and opinions. Their outspoken, fast-paced dialogue is second to none, and listeners can’t miss a single moment.

The FOX Sports Radio Network, based in Sherman Oaks, Calif., is a division of Premiere Radio Networks in partnership with FOX Sports Television Group. All entities have combined their considerable resources to develop a turnkey personality driven and caller intensive programming opportunity for radio stations nationwide. The FOX Sports Radio Network, with studios also in New York, Washington, D.C., Miami, Tampa, Phoenix, Seattle, and San Antonio, can be heard on nearly 400 stations, as well as FOXSports.com on MSN and XM Channel 142. Additional information is available at www.FOXSportsRadio.com.

Contact:

Rachel Nelson

Premiere Radio Networks

RNelson@premiereradio.com

818-461-8057



THE OFFICIAL 2010 CHARITY OF NASCAR ON FOX: RONALD MCDONALD HOUSE CHARITIES

This season, FOX Sports Supports has elected to promote Ronald McDonald House Charities as its official NASCAR on FOX charity. FOX Sports Supports selected Ronald McDonald House Charities in honor of the late Tom Murphy from Sprint Nextel. Murphy, who was Sprint's VP of Corporate Branding for its NASCAR Division, was an active supporter of Ronald McDonald House Charities. Among its many impressive services, Ronald McDonald House provides children and families a place to stay while undergoing medical treatment away from home.

NASCAR on FOX is using in-race and prerace mentions, both verbal and graphic, as well as public service announcements with its NASCAR personalities to inform, educate and solicit support for Ronald McDonald House Charities.

FOX Sports Supports, established in 2008, is FOX Sports' charitable initiative devoted to raising awareness, providing financial assistance and spurring volunteerism for select health related charities. Last season, NASCAR on FOX supported Susan G. Komen for the Cure and that partnership helped to nearly double (+97%) Komen's web traffic on race days. Autism Speaks was the NASCAR on FOX inaugural charity in 2008.

Ronald McDonald House Charities, a non-profit, 501 (c) (3) corporation creates, finds and supports programs that directly improve the health and well being of children. Families and children being cared for at 73% of the most prestigious children's hospitals in the world benefit from one or more of the RMHC core programs. Its programs are grassroots-driven to enable the Charity to offer help where children need it most - right in their own communities. RMHC makes an immediate, positive impact on children's lives through its global network of local Chapters in 53 countries and regions and its three core programs: the Ronald McDonald House®, Ronald McDonald Family Room® and Ronald McDonald Care Mobile®. RMHC and its global network of local Chapters have awarded millions of dollars in grants to support children's programs around the world. These programs and grants provide a bridge to quality health care and gives children what they need most to heal; their families.



NASCAR ON FOX CELEBRATES 10th SEASON

When the green flag drops this year in Daytona, it won't only signify the start of the greatest race in all of motorsports, it begins FOX Sports' 10th season of Emmy Award-winning NASCAR coverage.

FOX Sports airs 13 NASCAR Sprint Cup points races in 2010, featuring earlier and more consistent start times, part of the sport's "back to basics" initiative. This season NASCAR Sprint Cup Series races in the Eastern and Central time zones begin at 1:00 PM ET, most West coast events begin at 3:00 PM ET, and night races begin at 7:30 PM ET. The one exception is NASCAR's longest night race, the Coca-Cola 600, which begins at 5:45 PM ET.

FOX's 2010 NASCAR schedule is highlighted by races from Las Vegas Motor Speedway on Sunday, Feb. 28; Bristol Motor Speedway on Sunday, March 21; Texas Motor Speedway on Sunday, April 18; Talladega Superspeedway on Sunday, April 25; NASCAR racing from Dover, Delaware on Sunday, May 16 and the NASCAR on FOX season finale from Charlotte on Sunday, May 30 from Lowe's Motor Speedway on Memorial Day weekend.

Before the action begins, NASCAR racing legend Darrell Waltrip and former crew chief Jeff Hammond join host Chris Myers on FOX NASCAR SUNDAY, live from the renowned Hollywood Hotel prerace set. Once prerace coverage wraps up, race announcer Mike Joy calls the action with analysis from former champion crew chief Larry McReynolds and Waltrip. Dick Berggren, Steve Byrnes, Matt Yocum and Krista Voda return to cover pit road, and no one does it better.

FOX Sports commands the well-earned distinction as television's most innovative sports broadcaster, and ranking high among the network's achievements are honors for its NASCAR coverage. NASCAR on FOX has garnered 13 Emmy Awards for its coverage including three for Outstanding Sports Series (2001, 2005, 2007), three for Outstanding Live Event Audio Sound (2002, 2005, 2006), one for Outstanding Graphic Design (2001), five for Outstanding Technical Team Remote (2001, 2003-05, 2007) and one for Promotional Announcement Episodic (2008).



2010 Schedule

Date	Track	Event	Coverage Begins
Sat. Feb. 6	Daytona Int'l Speedway	Daytona 500 Qualifying	1:00 PM
Sat. Feb. 6	Daytona Int'l Speedway	Budweiser Shootout	8:00 PM
Sun. Feb. 14	Daytona Int'l Speedway	Daytona 500	12:00 PM
Sun. Feb. 21	California Speedway	NASCAR Racing from Fontana	2:00 PM
Sun. Feb. 28	Las Vegas Motor Speedway	NASCAR Racing from Las Vegas	2:00 PM
Sun. March 7	Atlanta Motor Speedway	NASCAR Racing from Atlanta	12:00 PM
Sun. March 21	Bristol Motor Speedway	NASCAR Racing from Bristol	12:00 PM
Sun. March 28	Martinsville Speedway	NASCAR Racing from Martinsville	12:00 PM
Sat. April 10	Phoenix Int'l Speedway	NASCAR Racing from Phoenix	7:00 PM
Sun. April 18	Texas Motor Speedway	NASCAR Racing from Fort Worth	2:00 PM
Sun. April 25	Talladega Superspeedway	NASCAR Racing from Talladega	12:00 PM
Sat. May 1	Richmond Int'l Raceway	NASCAR Racing from Richmond	7:00 PM
Sat. May 8	Darlington Raceway	NASCAR Racing from Darlington	7:00 PM
Sun. May 16	Dover Int'l Speedway	NASCAR Racing from Dover	12:00 PM
Sun. May 30	Lowe's Motor Speedway	NASCAR Racing from Charlotte	5:00 PM

All times Eastern; Schedule subject to change



DAYTONA 500 AUDIENCE FACTS

- The 2009 rain-shortened Daytona 500 earned a 9.2/19 averaging about 16 million viewers.
- The Daytona 500 is the No. 1 motorsports event in the US. The 2009 Daytona 500 out-rated the 2009 Indianapolis 500 by a staggering +130% (9.2 vs. 4.0).
- Despite being marred by rain, the 2009 Daytona 500 (16 million viewers) reaffirmed its status as one of the premier annual events in sports with more viewers than the: Final Four (+19%, vs. 13.5 mill), 2008 Summer Olympics (+5%, vs. 15.2 mill.), 2009 NBA Finals (+12%, vs. 14.3 mill.), Kentucky Derby (+36%, vs. 11.8 mill), final round of The Masters (+12%, vs. 14.3 mill), and the final round of the US Open (+125%, vs. 7.1 mill.)
- Last year, Greenville (SC) led all local markets with a 21.2/33; followed by Greensboro (NC), 19.9/33; Dayton, 18.0/31; Indianapolis, 17.2/31; Knoxville, 16.9/27; Charlotte, 15.6/27; Orlando, 15.4/29; Nashville, 15.3/27; Tampa, 15.2/30; and Jacksonville, 15.1/25.
- The typical Daytona 500 audience is: 64% male, 36% female; 59% is male, age 18+, 33% is female, age 18+
- Average viewer age is 46, two years younger than the average for all televised sports events



NASCAR ON FOX SPRINT CUP AUDIENCE FACTS

- FOX has by far the preeminent NASCAR package. Although FOX has just over a third of the season (13 points races), NASCAR on FOX accounts for nearly half of all Sprint Cup viewing throughout the year.
- NASCAR on FOX dominates regularly televised sports from February through May. NASCAR on FOX's 5.1/11 average household rating/share in 2009 more than doubled the regular season average of its primary competitor, the NBA on ABC (2.4/6, +112%).
- In 2009, NASCAR Sprint Cup racing averaged 8.5 million viewers per race, more than doubling ABC's NBA regular season viewership (+130% vs. 3.7 million), and was 57% better than ABC's NBA Playoff viewership of 5.4 million (Final excluded).
- NASCAR on FOX viewership outpaced the NHL on NBC's regular season average by 467% (8.5 million vs. 1.5 million), and is 166% higher than the NHL Playoffs on NBC (3.2 million).
- Dating back to 2001, every Saturday night NASCAR race on FOX has won the key Adult 18-49 primetime demo - a remarkable 17 races over 10 seasons (includes 2010 Budweiser Shootout).
- The typical NASCAR on FOX regular season audience is: 63% male, 37% female; 58% is male, age 18+, 34% is female, age 18+
- Average viewer age is 48, which is the average viewer age for all televised sports events



DAYTONA 500 AUDIENCE HISTORY

Season	Network	HH Rating	HH Share	Avg. Audience	Total Audience
1979	CBS	10.5	29		
1980	CBS	8.0	21		
1981	CBS	8.4	26		
1982	CBS	9.4	29		
1983	CBS	8.7	26		
1984	CBS	8.7	23		
1985	CBS	8.3	23		
1986	CBS	8.4	22		
1987	CBS	9.8	26		
1988	CBS	7.4	18		
1989	CBS	8.1	21		
1990	CBS	7.3	20		
1991	CBS	7.6	20		
1992	CBS	9.3	25	13,411,000	
1993	CBS	8.4	23	12,705,000	
1994	CBS	9.6	26	13,577,000	
1995	CBS	7.8	20	11,444,000	
1996	CBS	9.2	24	13,918,000	
1997	CBS	8.6	23	12,833,000	
1998	CBS	8.6	23	13,044,000	
1999	CBS	9.6	25	14,518,000	
2000	CBS	8.4	22	12,936,000	
2001	FOX	10.0	24	17,081,000	32,500,000
2002	NBC	10.9	26	18,780,000	35,000,000
2003	FOX	9.8*	21	16,835,000	29,400,000
2004	NBC	10.6	24	17,796,000	32,400,000
2005	FOX	10.9	23	18,680,000	35,300,000
2006	NBC	11.3	23	19,355,000	37,000,000
2007	FOX	10.1	20	17,530,000	33,700,000
2008	FOX	10.2	20	17,700,000	33,500,000
2009	FOX	9.2*	18	15,958,000	N/A

* Daytona 500 shortened due to rain

- Average audience represents viewers on a minute-by-minute basis though the duration of the event
- Total audience represents persons 2+ watching all or part of the event



BROADCASTERS BIOGRAPHIES

Complimenting NASCAR on FOX's technical production efforts is the most popular on-air broadcast team in the history of the sport. In 2001, NASCAR driving legend Darrell Waltrip and two-time Daytona 500-winning crew chief Larry McReynolds jumped right from the track to join veteran race announcer Mike Joy in the FOX Sports booth. The trio instantly formed a chemistry that has produced an entertaining brand of coverage enjoyed by both fans and critics.

Prior to the green flag, NASCAR on FOX's coverage originates from the network's now famous "Hollywood Hotel" traveling prerace studio. Prerace coverage is hosted by Emmy Award winner Chris Myers, former championship crew chief Jeff Hammond and Waltrip. Myers and Hammond regularly contribute to NASCAR on FOX's race coverage as well, offering race recaps and in-depth commentary. Occasionally, Hammond emerges from the Hollywood Hotel, climbs into a pit box and conducts live, in-race crew chief to crew chief interviews as the race is running and demonstrates how a race car works using the Ford Cut-Away Car.

Rounding out the NASCAR on FOX on-air team are four experienced and accomplished reporters who patrol pit road throughout the broadcast day, contributing reports and live interviews with the drivers, crew members and NASCAR officials shaping the action. Filling those important roles are Dick Berggren, Steve Byrnes, Krista Voda and Matt Yocum. Berggren, Byrnes and Yocum all joined NASCAR on FOX in 2001, while Voda was added in 2008.

Individual announcer biographies follow:

MIKE JOY

NASCAR on FOX Race Announcer

Broadcasting veteran Mike Joy brings almost 40 years of motorsports experience into the booth as the lead race announcer for NASCAR on FOX. Since 2001, FOX's first as a NASCAR rights holder, Joy has been teamed with legendary driver Darrell Waltrip and former crew chief Larry McReynolds to form the network's broadcast team.

The trio instantly became fan favorites and a hit with critics. In fact, NASCAR.com's 2006 Fans Voice Awards, in which 250,000 votes were cast, crowned Joy as an overwhelming favorite among NASCAR's vast and loyal fan base. He captured 57% of the votes for Best Play-by-Play Announcer, prompting the report to note that he is "quickly becoming the voice of NASCAR." Website *Racing One* named Joy 2008's "best TV announcer" in NASCAR.

Joy has broadcast most major forms of American motorsports for television and radio. Prior to joining FOX in 2001, Joy anchored CBS Sports' coverage of the Daytona 500 from 1998 to 2000 after earning his stripes reporting on pit road for 15 years. Prior to that, he called "The Great American Race" for Motor Racing Network radio (1977-83). This year's Daytona 500 marks Joy's ninth as the lead TV race announcer, and his 33rd since his broadcast career began.

A former vice president of the National Motorsport Press Association, Joy joined Chris Economaki as the first racing journalists to receive major recognition for their work in radio, television and print media.

Joy hosted FSN's Formula 1 coverage from 1998 to 2000, and hosted a weekly auto racing program on FSN New England. At CBS Sports, Joy contributed to the network's coverage of the 1992 Olympic Winter Games in Albertville, and called NCAA championship events in soccer, swimming and diving, track and field, gymnastics, and lacrosse. He also served as a sideline reporter and halftime host for CBS college football. In 18 years with CBS, Joy also called such diverse events as the Hambletonian, Pro Beach Soccer and World Cup skiing.

Joy began his career as a public address announcer at Riverside Park Speedway in Agawam, Mass., in 1970 while attending the University of Hartford and Emerson College. He spent 14 years with NASCAR's Motor Racing Network (1977-90), and anchored the first live Winston Cup telecasts on ESPN (1981) and on TNN (1991). He has been a racetrack promoter and advertising executive, and co-owns the New England distributorship for Sunoco racing gasoline.

He was an accomplished sports car racer, winning races at Lime Rock, Pocono, Watkins Glen and New Hampshire, and he has competed in the Rolex 24 Hours of Daytona, America's premier endurance race. Joy is well known to SPEED viewers as an expert commentator for the Rolex Historic Races, and is SPEED's on-the-block expert during its live coverage of collector car auctions.

Joy was born Nov. 25, 1949 in Chicago. He lived in Connecticut for many years, and served four elected terms to the Windsor, Conn. town council, overseeing health, environment and public safety issues for 28,000 residents. He and his wife Gaye reside in near Winston-Salem, N.C., with children Scott and Kaitlyn.

LARRY McREYNOLDS

NASCAR on FOX Analyst

In 2001, FOX Sports' first as a NASCAR rights holder, two-time Daytona 500 champion crew chief Larry McReynolds traded his tools for a microphone and joined legendary driver Darrell Waltrip and veteran race announcer Mike Joy as the NASCAR on FOX broadcast team. This season marks the trio's 10th together on FOX.

From his unique perspective as a former NASCAR crew chief, McReynolds offers keen insight into the complicated inner-workings of race teams, including on-track and pit road strategy, body and engine design and function and the nuance of the driver/crew chief relationship. His natural delivery and concise explanations have made him popular with viewers from coast-to-coast. In fact, the consistently strong performance of the McReynolds-Waltrip-Joy team prompted *The New York Times* to write, "Every TV motorsports race team should be measured against FOX's Mike Joy, Darrell Waltrip and Larry McReynolds for pure intensity." McReynolds also serves as an analyst for NASCAR coverage on Fox Cable Network's SPEED channel.

McReynolds has over 30 years of racing experience under his cap, and has literally seen and done it all. He served as a NASCAR crew chief in the top series from 1985 to 2000, amassing 23 Cup wins, 21 poles, 122 top-five finishes and 209 top-ten finishes. His NASCAR career began in 1975 and he took the helm of his first team as crew chief 10 years later. In 1988, Larry Mac earned his first Cup win at Watkins Glen with Ricky Rudd behind the wheel. In 1992, McReynolds teamed with owner Robert Yates and driver Davey Allison to win 11 races and three pole positions, establishing himself as one of the elite crew chiefs in NASCAR.

In 1992, McReynolds won his first Daytona 500, leading the team behind Allison's trip to victory lane. After joining Richard Childress Racing in 1997, McReynolds' second Daytona 500 victory came in 1998 as he helped NASCAR legend Dale Earnhardt capture the one missing jewel from his champion's crown.

His success and thorough approach to his career as a crew chief earned him selection to the Copenhagen/Skoal All-Pro Team for five straight years (1991-1995), an all-star who's who of crewmembers. McReynolds also played himself in the 2006 Will Ferrell comedy hit *Talladega Nights*.

McReynolds was born on January 10, 1959, in Birmingham, ALA. He currently resides in Mooresville, N.C., with his wife Linda, daughters Brooke and Kendall, and son Brandon.

DARRELL WALTRIP

NASCAR on FOX Analyst

Legendary stock car driver Darrell Waltrip, winner of 84 career NASCAR Cup Series races and three-time Champion, serves as lead analyst for NASCAR on FOX. Joining veteran race announcer Mike Joy and former crew chief Larry McReynolds, the trio form the NASCAR on FOX broadcast team.

Waltrip also contributes to the NASCAR on FOX prerace show alongside his former crew chief Jeff Hammond and Chris Myers. Waltrip is a three-time winner of NASCAR.com's Fan Voice Awards crowning the legend behind the wheel as the overwhelming favorite among NASCAR's vast and loyal fan base. In 2006, Waltrip captured 38% of the votes for Best On-Air Analyst and was followed by fellow FOX analyst McReynolds who garnered 20%. That same year, Waltrip received his first Sports Emmy Award nomination for Outstanding Sports Person – Event Analyst.

Waltrip completed his 29th and final NASCAR season in 2000. The three-time Champion (1981, 1982 & 1985) twice copped the Most Popular Driver Award (1989-90) and was the proud recipient of the prestigious Bill France Award of Excellence in 2000, honoring his lifetime of achievements. In 2003, Waltrip was elected into the National Motorsports Hall of Fame, an honor followed by an induction into the International Motorsports Hall of Fame in 2005. In 2009, Waltrip was among the first nominees vying for a spot in the NASCAR Hall of Fame's inaugural class.

His 84 career wins in NASCAR's premier series rank him third on the all-time list. He also captured 59 Cup poles, fourth on the all-time list. Waltrip is the only five-time winner of the Coca-Cola 600 (1978-79, 1985, 1988-89), and was the inaugural winner of NASCAR's all-star event at Charlotte in 1985. Waltrip's first NASCAR series start came in the 1972 Winston 500, and his first win came just three years later, in his 50th start.

In 1981, Waltrip won a modern-era record eight races from the pole and tied the all-time record of four straight. He was named the National Motorsports Press Association Driver of the Year in 1977 and 1981-82; Auto Racing Digest Driver of the Year in 1981-82; and Tennessee Professional Athlete of the Year in 1979. His most memorable race was the 1989 Daytona 500, his only career win at the Great American Race. In 2004, Waltrip's autobiography, *DW: A Lifetime Going Around in Circles*, debuted on the New York Times Best Seller List. On the big screen, Waltrip was the voice of 'Darrell Cartrip' in the hit Pixar movie *Cars* and played himself in the Will Ferrell comedy hit *Talladega Nights*.

Born Feb. 5, 1947, Waltrip resides near Nashville, TN, with his wife, Stevie, and their two daughters.

CHRIS MYERS

NASCAR ON FOX PRERACE HOST

As host of NASCAR on FOX's live, on-site prerace program from the famous "Hollywood Hotel," Chris Myers works alongside champion crew chief Jeff Hammond and legendary driver Darrell Waltrip. The trio was an instant success among fans, becoming a prominent fixture amid the infield festivities at NASCAR events nationwide.

As FOX Sports' only four-sport star, Myers also contributed to the network's BCS and MLB coverage, serving as reporter and occasional play-by-play announcer during regular and postseason contests. In addition, Myers files reports for FOXSports.com from all of FOX Sports' major events.

During the 2009 NFL season, Myers handled play-by-play duties alongside FOX Sports newcomer Trent Green.

During FOX Sports' Championship Season beginning with the 2007 World Series and ending with the 2008 MLB All-Star game from Yankee Stadium, Myers was on the field to capture every championship moment. Those moments include interviewing Red Sox players following Boston's World Series triumph and interviewing LSU Tigers after they captured the BCS crown in 2008. Myers had the unenviable task of interviewing Patriots head coach Bill Belichick following New England's loss to the New York Giants in Super Bowl XLII and was trackside for the 50th running of the Daytona 500 in 2008.

In 2010, Myers was tapped to host Showtime's INSIDE NASCAR series alongside analysts Brad Daugherty, Michael Waltrip and Randy Pemberton. He also just completed a new book entitled 'NASCAR is America.'

One of the busiest broadcasters in sports, Myers co-hosts a national daily radio show with Steve Hartman airing on the FOX Sports Radio Network from Los Angeles.

Prior to joining the FOX family in 1998 as an anchor for Fox Sports News on FSN, Myers worked for ESPN. During his 11 years at that network, he was host of Up Close, as well as a reporter and anchor for SportsCenter.

He was awarded an Emmy in the Sports Features category in 1990 as an anchor/reporter.

The veteran reporter was previously a sports anchor and feature reporter with WWL-TV in New Orleans from 1982 to 1988. Prior to WWL-TV, Myers was a sportscaster with WTVJ-TV from 1980 to 1982 and WCIX-TV in Miami from 1978 to 1980.

Myers attended Florida International University and Miami Dade Community College where he majored in radio and television. He started his own talk radio show at the age of 16 at WKAT-Radio in Miami, interviewing sports legends such as Muhammad Ali and Don Shula during his teenage years.

JEFF HAMMOND

NASCAR on FOX Prerace Analyst

Champion crew chief Jeff Hammond serves as an analyst for the network's live, on-site prerace program from the now famous "Hollywood Hotel." Working alongside prerace host Chris Myers, the duo were an instant success among NASCAR fans, becoming a prominent fixture amid the infield festivities at NASCAR events nationwide. Hammond draws upon his experience, as well as FOX Sports' Ford Cut-Away Car and COT to explain and illustrate the complicated inner-workings of race cars, pit crew details, and particulars of the driver/crew chief relationship. In addition to his prerace show duties, Hammond frequently contributes commentary during FOX Sports' race coverage and is also an analyst on SPEED.

In 1974, at the age of 17, Jeff Hammond began his NASCAR career as a tire changer for Walter Ballard. In 1982, he became a crew chief for the first time, working for Darrell Waltrip, his NASCAR on FOX colleague, at the pinnacle of the legendary driver's career. Together, the pair saw Victory Lane an impressive 43 times, including Waltrip's Daytona 500 victory in 1989. Hammond, known as a methodical strategist, was Waltrip's pit boss in two of his three NASCAR Championship seasons (1982 and 1985). His crew won the GM Goodwrench Teamwork of Excellence Award in 1989.

Hammond last served with Roush Racing before transitioning to his new career in front of the camera. There he served as crew chief for the No. 97 John Deere Ford driven by Chad Little and Kurt Busch. In total, he has 508 NASCAR Cup races on his crew chief resume. His broadcasting resume includes work for FX, ESPN, Turner and TNN and he's co-hosted the nationally syndicated NASCAR Country radio show.

Born September 9, 1956, Hammond resides near Charlotte, N.C., with his family.

DICK BERGGREN

NASCAR on FOX Pit Reporter

Dick Berggren has over 40 years of motorsports experience as a driver, journalist and broadcaster. The smooth delivery, unsurpassed preparation and trademark cap distinguishes his reporting from pit road, where he patrols with NASCAR on FOX colleagues Steve Byrnes, Krista Voda and Matt Yocum. The 2010 Daytona 500 marks Berggren's 14th Daytona 500 television broadcast.

Berggren's television career began in 1981 with ESPN where he served as a booth analyst and pit road reporter during television's early coverage of Winston Cup and Busch Grand National events. He has worked as a pit road reporter and booth analyst for TBS, TNN, and CBS where he covered major NASCAR events, including the Daytona 500. Berggren's effective interviewing techniques stem from his impressive background as a professor of psychology at Emanuel College in Boston, where he lectured after earning a PHD in psychology from Tufts University.

In addition to television, Berggren's racing knowledge and experience is displayed in publishing. Until 2009, Dick served as executive editor of *Speedway Illustrated*, which he founded in 1999. Among many awards for motorsports journalism, Berggren received the Writer of the Year award from the National Motorsport Press Association in 1999.

In 1967, Berggren began his 25-year career as an active race car driver in sprint cars, supermodifieds and stock cars. During his career, he won 26 feature events and set several track records.

Berggren was born in Westerly, R.I. and now resides in Ipswich, Mass. with his wife, Kathy.

STEVE BYRNES

NASCAR on FOX Pit Reporter

Broadcasting veteran Steve Byrnes brings over 20 years of television experience, both behind and in front of the camera, to his work as a NASCAR on FOX pit road reporter. Armed with strong reporting skills, an earned trust within the sport and a quick wit, Byrnes delivers alongside colleagues Dick Berggren, Matt Yocum and Krista Voda.

Byrnes began his TV career in Washington D.C., covering professional sports immediately upon graduating from the University of Maryland. Two years later he moved in front of the camera as an on-air talent in Charleston, S.C. In 1985, Byrnes took a position as producer and co-host of Inside Winston Cup Racing on TNN. In 1999, Byrnes' challenge was a one-hour human interest and documentary program airing on TNN called Darrell Waltrip's Racers. In 2000, Byrnes accepted the role of color analyst and coordinating producer for the 20-race ASA AC-Delco Stock-Car Series on TNN and served as color analyst with the Summer Legends Shoot-Out Series on FSN. To further complement a busy year, Byrnes was chosen to host a two-hour documentary on The History Channel titled: *The History of Stock Car Racing*. In 2001, Byrnes was chosen as a commentator for the NASCAR on FOX broadcast team and as host of Totally NASCAR on FSN and SPEED.

In addition to serving as a commentator for the NASCAR on FOX broadcast team, Byrnes serves as host of TRACKSIDE and NASCAR LIVE both on SPEED. The versatile broadcaster does play by play for Sprint Cup practice shows with Jeff Hammond and Larry McReynolds on SPEED. Byrnes is also guest host of a weekly NASCAR segment on *The Page* on Sports Radio 610 WFNZ in Charlotte.

Born April 14, 1959 in Chicago, Byrnes currently resides in Fort Mill, S.C., with his wife Karen and their son Bryson.

KRISTA VODA

NASCAR on FOX Pit Reporter

The veteran among network female NASCAR reporters, Krista Voda will once again be a part of the award-winning NASCAR on FOX team, as a pit reporter for the network's NASCAR Sprint Cup coverage. She continues her role as host of THE SET UP the prerace show for the NASCAR Camping World Truck Series on SPEED and co-host of the network's signature Sunday evening program, THE SPEED REPORT. She is also one of the anchors for SPEED's newest show, THE HUB. For the season opener in Daytona, Voda will once again co-host SPEED's broadcast of THE GATORADE DUEL, alongside Jeff Hammond.

Krista Voda joined FOX's NASCAR family in 2002 as a reporter and host for TOTALLY NASCAR on FSN.

She blazed a new path for female journalists when, just four years later, she became the first full-time host of a NASCAR prerace television program. The following year, Voda built on that accolade by hosting the 2007 NASCAR All-Star Challenge.

Voda's impressive motorsports resume includes hosting and reporting for several programs. In addition to TOTALLY NASCAR, Voda has hosted NASCAR NATION, THE SPEED REPORT, The Dale Earnhardt Tribute Concert, and NASCAR's Nextel Title Sponsorship Announcement. In January 2007, Voda hosted the first-ever live prerace show for the American Motorcyclist Association's Supercross Series, a role she reprised in 2008. She has also reported for the American Le Mans Series and the Indy Racing League.

Voda is a member of the NFL on FOX team and was a sideline reporter for the network's coverage of the BCS. For four consecutive years, Voda has contributed as a sideline reporter during FOX's presentation of the AT&T Cotton Bowl Classic on New Year's Day alongside Hall of Fame broadcaster Pat Summerall. Voda has also been a sideline reporter for FSN's coverage of ACC basketball and has made appearances on FSN's The Best Damn Sports Show Period.

Voda attended the University of Northern Iowa, where she earned a Bachelor of Arts degree in Broadcast Journalism and Business Communications.

MATT YOCUM

NASCAR on FOX Pit Reporter

For 25 consecutive years, Matt Yocum has been working in the sport of NASCAR racing on a professional level. A remarkable 17 of those years, Yocum has been on television providing minute-by-minute details of the action, as well as behind-the-scenes features with some of the sport's biggest stars.

Currently, Yocum is a motorsports TV broadcaster for FOX, TNT, and SPEED. He can also be found co-hosting the annual charity-racing event, "The Prelude to the Dream" on HBO pay-per-view, among other pay-per-view racing events.

From 2006 through 2008, he also co-hosted one of the most popular shows on SIRIUS satellite radio, TONY STEWART LIVE, which aired weekly with two-time Cup Champion Tony Stewart.

His TV career began in 1992 as a sports reporter and anchor at NBC affiliates in Orlando, Fla. and Bristol, Tenn.

From 1995 through 1998, Yocum worked as a motorsports pit reporter covering NASCAR on TNN's Cup, Nationwide, Craftsman Trucks, and NASCAR touring series race broadcasts, along with correspondent duties on the network's racing magazine show RACEDAY. Moving to ESPN in 1999, Yocum continued to build his resume in a variety of roles including motorsports reporter and anchor for RPM2night, SportsCenter, and ESPN.com.

In 2001, Yocum joined FOX and NBC/TNT - a unique and trailblazing scenario in NASCAR broadcasting history. For six straight years, he was the only broadcaster to work every Cup network TV broadcast. Yocum traveled to and reported from every Cup race from fall 1998 through July 2007 - a total of 334 consecutive races.

Yocum grew up in the NASCAR arena; his mother Mary Yocum worked in the sport for 35 years owning her own sponsor services and corporate entertainment company. During high school and college, he worked for the International Race of Champions (IROC), where he began as a tire specialist and progressed to racecar preparation and maintenance specialist from 1984 - 1991.

In 1995, Yocum won two Associated Press Sports Feature Awards for NASCAR coverage. Two years later, he was awarded a Telly Award for Pit Reporting at NASCAR's annual All-Star race. In addition, Yocum won a Telly Award for his reporting on NASCAR'S Greatest Drivers documentary.

Yocum majored in Political Science and Communications at Florida State University, graduating in 1991.