



THE TOUGHEST SHORT TRACK IN THE SOUTH
2009



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***** FOR IMMEDIATE RELEASE: *****

No Coolers, No Problem at Southside Speedway

Midlothian, VA, June 2, 2009 – Southside Speedway has been working diligently to implement constructive fan recommendations. The lack of choices and perceived unreasonable pricing of alcoholic beverages has been brought to the attention of management. Effective this week, Southside Speedway will increase its selection while providing more competitive pricing.

The new brands will include but not be limited to Mike's Hard Lemonade flavors, Bud Light with Lime, and Natural Light. Pricing will be reduced to \$3.00, with multiple exceptions at \$2.00. Non-alcoholic Coca-Cola beverages and Dasani bottled water will remain the same as before, \$2.00 and \$1.50 respectively.

Southside Speedway management will continue to search for more ways to create a more valuable experience for our fans. Due to last weeks inclement weather, Vocelli Pizza Family Night will return this Friday Night. Free Pizza coupons will be distributed through the front ticket windows, while supplies last. Chick-Fil-A Brandermill will again be present at the track with their herd of eat-more-chicken cows. They will give the original chicken sandwiches (with a pickle) to lucky, cheering fans. The winner for the complimentary nights stay at Comfort Inn & Suites – Midlothian, where they love guests, will be announced during the race evening. One lucky kid will receive a free bounce pass worth \$50 to Itz Party Time – Home of the Moonbounce – located on Oak Lake Blvd directly behind Southside Speedway.

The racing action will be a feature event consisting of a Triple 30 for the Modified Division. The Grand Stock and U-Car Divisions will take the track in between the Modified 30's. 100 Laps will showcase the driving skill of the Grand Stock Division, while the U-Car Division will look to take the hearts of the crowd in 25 laps.

Southside Speedway will continue to present exciting events throughout its historic 50th Anniversary Season. Visit www.SouthsideSpeedway.com for updates on this and other events.

About Southside Speedway- Southside Speedway, "The Toughest Short Track in the South," was established in 1959 by J.M. Wilkinson and currently owned by his daughters, Sue Clements and Mrs. Patsy Stargardt. The track is proud to remain Chesterfield County's favorite family-friendly entertainment venue. The .33 mile oval track features races from 6 different divisions. During the historic 2009 season, April 10th through September 4th, the speedway will host Thursday and Friday Night races, featuring the Late Model and Modified divisions. Southside Speedway will also present the Grand Stock, U-Car, Street Stock and Champ Kart's (soon to be renamed) divisions. The track is available for corporate functions, birthday parties, and other private events. Please see SouthsideSpeedway.com for schedule and additional information.

Thank you for your attendance and participation. If you have any questions please contact Rand Cournow at (804) 339-2693 or marketing@southsidespeedway.com