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Gameday Management Group to manage transportation for Daytona Speedweeks including the Daytona 500

Orlando, FL - Gameday Management Group (GMG), in a continuing relationship with International Speedway Corporation, will once again manage the park and ride fan transportation system for Daytona International Speedway's Speedweeks, including the Daytona 500. Daytona's park and ride service is provided FREE of charge to all race fans.

GMG will provide these high-profile events with a new, redesigned comprehensive transportation plan that will include transporting more than hundreds of thousands of people with their park and ride shuttles for the upcoming events. The redesigned plan consists of a new location for dropping off and picking up spectators just a short walk away from the pedestrian walkway, therefore making the plan more efficient and allowing for a decrease in foot traffic.

"Gameday Management Group is honored to be working with Daytona International Speedway on the upcoming prominent racing events again this year," states Tony Vitrano, president of Gameday Management Group. "We intend to utilize our experience handling large-scale events to further enhance Daytona's already fan friendly park and ride operation. We look forward to being an integral part of the event management team again this year and to employ our new redesigned park and ride system load zone."

GMG's team consists of approximately 60 employees that will work with law enforcement and event officials to provide a smooth traffic flow and ensure safety and security. GMG will employ the Venue Transportation Operations Plan (VTOP), which is a single-source for complete, integrated planning and operations management. VTOP, which took over four years to develop, has received worldwide acclaim for its functionality and efficiency and was implemented at 15 venues for the 2002 Olympic Winter Games.

"When planning high-profile events such as the 2005 Speedweeks it is important to align with companies like Gameday Management Group, who continues to be the leader in the development and implementation of transportation plans and services for some of the world's most prestigious sporting events," states Robin Braig, president of Daytona International Speedway. "We are excited to continue our relationship with

Gameday Management Group again this year as we work to provide the most exceptional experience for guests with our FREE park and ride.”

About GMG – Offering global transportation solutions for sporting and special events, GMG, is known for employing its Venue Transportation Operations Plan (VTOP). For over a decade, GMG has been offering this single-source for planning and operations management bringing simplification to the event management process. Upcoming projects include the Pepsi 400, Major League Baseball All-Star Game and next year’s Super Bowl. For more information about GMG, please visit the Web site at www.gamedaymanagementgroup.com.

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