



MEDIA INFORMATION

FOR IMMEDIATE RELEASE
Monday, February 5, 2012

GATORADE DUEL AT DAYTONA HEADLINES 100 HOURS OF SPEEDWEEKS ON SPEED™

NASCAR RACE HUB OPENS SPEED COVERAGE LIVE FROM MEDIA DAY

SPEED opens its extensive Daytona Speedweeks programming lineup Feb. 16 with reports from **Media Day** on a special live two-hour edition of *NASCAR Race Hub*. NASCAR Sprint Cup Series cars take to the track the following day for the first Budweiser Shootout practice session and SPEED brings viewers the **Budweiser Shootout Selection Show** on Feb. 17 at 8:30 p.m. ET.

NASCAR Race Hub, which enjoyed a 27-percent ratings increase in 2011, goes live from Daytona on Feb. 20-22, with Steve Byrnes hosting, Danielle Trotta reporting and analysis from Larry McReynolds, Randy Pemberton and Matt Clark.

Byrnes, covering Daytona Speedweeks for the 27th time, has two main goals in bringing NASCAR's season-opening action to SPEED audiences.

"First off, look at the scale at Daytona ... it's a huge venue," said Byrnes, who also serves as a pit reporter for FOX Sports during the Daytona 500. "We have to use all the tools at our disposal and find the best ways to deliver a sense of speed in a place that can be overwhelming. And secondly, we have to keep finding stories that convey just how special the Daytona 500 is. It's more than our Super Bowl ... it's much more than the money ... for the drivers, it's all about the trophy and for the fans it's all about creating memories that often last a lifetime."

On Thursday, Feb. 23 at 2 p.m. ET, SPEED is live from the **Gatorade Duel at Daytona** as drivers battle for the final spots on the Daytona 500 starting grid. Krista Voda and Jeff Hammond host, with the NASCAR on FOX team of Darrell Waltrip, Larry McReynolds and Mike Joy calling the action and Byrnes, Dr. Dick Berggren and Matt Yocum reporting from the pits.

Coming off its most-watched season ever, the **NASCAR Camping World Truck Series** opens its season under the lights Feb. 24 at 7 p.m. ET as **NCWTS Setup w/ Krista Voda** sets the tone for the green flag at 7:30 p.m. ET. Rick Allen hosts with Michael Waltrip and Phil Parsons providing analysis and Hermie Sadler and Ray Dunlap reporting from the pits.

Working with NASCAR and Sportvision, SPEED adds full telemetry to the NCWTS broadcasts in 2012. The network also will continue to explore more ways to connect with viewers through social media initiatives.

SPEED also offers live coverage of the **ARCA Racing Series** race Feb. 18 at 4:30 p.m. ET, with Allen and Parsons in the booth and Dunlap, Jim Tretow and Jamie Howe in the pits.

NASCAR RaceDay, which saw huge audience increases during last season's 10-race NASCAR Chase for the Sprint Cup, returns for three pre-race editions with John Roberts as host, Kyle Petty, Kenny Wallace and McReynolds providing analysis and Wendy Venturini, Rutledge Wood, Clark and Howe reporting from the garage.

NASCAR RaceDay offers pre-race coverage of the Budweiser Shootout, Gatorade Duel at Daytona and a special three-hour show (Feb. 26, 9 a.m. ET) leading into FOX Sports coverage of the Daytona 500.

Wallace gets a little extra attention as the network special **Chasing Daytona: Kenny Wallace** chronicles the veteran driver and SPEED personality's quest to make the Great American Race. The program premieres Feb. 22 at 9 p.m. ET.

Making a special appearance at Daytona Speedweeks, car customizer and racer Jimmy Shine, host of the SPEED original **Car Warriors**, stops by several shows during the week to talk season two, which gets a special preview Feb. 24 at 10 p.m. ET, following the NASCAR Camping World Truck Series race.

Trackside, the network's longest-running NASCAR program, returns Feb. 25 at 4:30 p.m. ET. Voda hosts with Petty, Wood and Marianela Pereyra all returning to the show.

Live coverage of practice and qualifying sessions, as well as up-to-the minute updates from **NASCAR Live!** and **SPEED Center** round out the schedule, with Dave Despain's **Wind Tunnel** returning for a 10th season Feb. 26 at 8 p.m. ET.

NASCAR Performance kicks off its season on Feb. 25 at 6:30 p.m., with Trotta making her hosting debut.

SPEED.com's online coverage is anchored by Editor-In-Chief Tom Jensen and Senior NASCAR Editor Mike Hembree, who will provide daily breaking news stories, feature reports and analysis, contributing to SPEED's robust video and photo offerings from Daytona. SPEED also will debut additional social media elements in Daytona. In addition to the NASCAR on SPEED Facebook page, there will be new Facebook fan pages for the popular "Trackside" and "RaceDay" shows. And SPEED's television and online talent will be integrated across platforms, including SPEED.com, Facebook and Twitter.

Daytona Speedweeks on SPEED (All times Eastern and subject to change):

February 13

- *NASCAR Race Hub* – 6 to 7 p.m.

February 14

- *NASCAR Race Hub* – 6 to 7 p.m.

February 15

- *NASCAR Race Hub* – 6 to 7 p.m.

February 16

- ***NASCAR Race Hub (two-hour Media Day special)*** – 6 to 8 p.m.

February 17

- *NASCAR Live!* – 4 to 5 p.m.
- Budweiser Shootout practice – 5 to 6 p.m.
- *NASCAR Live!* – 6 to 6:30 p.m.
- Budweiser Shootout final practice – 6:30 to 7:30 p.m.
- *SPEED Center* – 7:30 to 8:30 p.m.
- **Budweiser Shootout Selection Show** – 8:30 to 10 p.m.

- *The Day – Remembering Dale Earnhardt* – 10 to 11 p.m.

February 18

- NASCAR Sprint Cup Series practice – 11 a.m. to 1 p.m.
- *NASCAR Live!* – 1 to 2 p.m.
- NASCAR Sprint Cup Series practice – 2 to 4 p.m.
- *NASCAR Live!* – 4 to 4:30 p.m.
- **ARCA Racing Series race – 4:30 to 6:30 p.m.**
- **NASCAR RaceDay (Budweiser Shootout) – 6:30 to 8 p.m.**
- *SPEED Center* – 8 to 8:30 p.m.
- *NASCAR Victory Lane (Budweiser Shootout)* – 11:30 to midnight

February 19

- *NASCAR Live!* – Noon to 1 p.m.
- *SPEED Center* – 7 to 8 p.m.
- Daytona 500 Pole Day – 8 to 9 p.m.

February 20

- *NASCAR Race Hub (Live from Daytona)* – 6 to 7 p.m.

February 21

- *NASCAR Race Hub (Live from Daytona)* – 6 to 7 p.m.

February 22

- *NASCAR Live!* – 11:30 a.m. to noon
- NASCAR Sprint Cup Series practice – Noon to 1:30 p.m.
- *NASCAR Live!* – 1:30 to 2:30 p.m.
- NASCAR Sprint Cup Series practice – 2:30 to 4 p.m.
- *NASCAR Race Hub (Live from Daytona)* – 6 to 7 p.m.
- *Chasing Daytona: Kenny Wallace* – 9 to 10 p.m.

February 23

- NASCAR Camping World Truck Series practice – Noon to 1 p.m.
- **NASCAR RaceDay (Gatorade Duel at Daytona) – 1 to 2 p.m.**
- **Gatorade Duel at Daytona – 2 to 5:30 p.m.**
- *NASCAR Victory Lane* – 5:30 to 6:30 p.m.
- NASCAR Camping World Truck Series final practice – 6:30 to 8 p.m.
- **Gatorade Duel at Daytona prime time replay – 8 to 11:30 p.m.**
- *Chasing Daytona: Kenny Wallace* – 11:30 p.m.

February 24

- *NASCAR Live!* – 10:30 to 11 a.m.
- NASCAR Sprint Cup Series practice – 11 a.m. to noon
- *NASCAR Live!* – Noon to 12:30 p.m.
- NASCAR Sprint Cup Series practice – 12:30 to 1:30 p.m.
- *NASCAR Live!* – 1:30 to 2 p.m.
- NASCAR Camping World Truck Series qualifying – 4 to 5:30 p.m.
- *SPEED Center* – 5:30 to 6 p.m.
- NASCAR Sprint Cup Series practice – 6 to 7 p.m.
- **NCWTS Setup – 7 to 7:30 p.m.**
- **NASCAR Camping World Truck Series race – 7:30 to 10 p.m.**
- *Car Warriors Season II Special Preview* – 10 to 11 p.m.

February 25

- *NASCAR Live!* – 10 to 10:30 a.m.
- NASCAR Sprint Cup Series final practice – 10:30 a.m. to noon
- *Trackside* – 4:30 to 5:30 p.m.
- *Chasing Daytona: Kenny Wallace* – 5:30 to 6:30 p.m.
- *NASCAR Performance* – 6:30 to 7 p.m.
- *SPEED Center* – 7 to 7:30 p.m.

February 26

- *NASCAR Performance* – 8 to 8:30 a.m.
 - *SPEED Center* – NASCAR Edition – 8:30 to 9 a.m.
 - ***NASCAR RaceDay (Daytona 500)* – 9 a.m. to noon**
 - *NASCAR Victory Lane* – 5:30 to 6:30 p.m.
 - *SPEED Center* – 7 to 8 p.m.
 - *Wind Tunnel w/Dave Despain* – 8 to 9 p.m.
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About SPEED™

SPEED, anchored by its popular and wide-ranging coverage of NASCAR, is the nation's first and only cable television network dedicated to automotive and motorcycle racing, performance and lifestyle. Now available in nearly 84 million homes in North America, SPEED, a member of the FOX Sports Media Group, is among the industry leaders in interactive TV, video on demand, mobile initiatives and broadband services, including SPEED2, a groundbreaking new broadband network featuring live, streaming and on-demand events complementing offerings of the linear network. For more information, please visit SPEED.com, the online motor sports authority.

About FOX Sports Media Group

FOX Sports Media Group (FSMG) is the umbrella entity representing News Corporation's wide array of multi-platform US-based sports assets under Chairman & CEO David Hill. Built with brands that are capable of reaching more than 100 million viewers in a single weekend, FSMG includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FSMG now includes FOX Sports, the sports television arm of the FOX Broadcasting Company; Fox's 19 regional sports networks, their affiliated regional web sites and FSN national programming; SPEED and SPEED2; Fox Soccer Channel and Fox Soccer Plus; FUEL TV; and Fox College Sports. In addition, FSMG also includes FOX Sports Interactive Media, which comprises FOXSports.com on MSN, whatifsports.com and scout.com, reaching almost 30 million unique visitors monthly. Also included are Fox's interests in joint-venture businesses FOX Deportes, Big Ten Network and STATS, LLC, as well as licensing agreements that establish the FOX Sports Radio Network, FOX Sports Skybox restaurants and FOX Sports Grills.

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