

Gillette
Fusion
PROGLIDE

PRELUDE TO THE DREAM

LIVE! ON PAY-PER-VIEW
WEDNESDAY, JUNE 9 • 7^{PM} ET / 4^{PM} PT
FOLLOWED BY AN IMMEDIATE REPLAY

www.PreludeToTheDream.org

Logos for: NASCAR, Cincinnati Children's, Levine Children's Hospital, Gillette Fusion ProGlide, RZEV, St. Jude Children's Research Hospital, HBO PPV

Gillette Fusion ProGlide Prelude to the Dream – *FAST FACTS*

- WHAT:** Sixth Annual Prelude to the Dream
- WHERE:** Eldora Speedway in Rossburg, Ohio (Half-mile dirt oval)
- WHEN:** 7 p.m. EDT (4 p.m. PDT) on Wednesday, June 9, 2010
- DISTANCE:** Feature consists of 30 laps (preceded by hot laps, qualifying and heat races)
- CARS:** Dirt Late Model stock cars

PAST WINNERS:

- **2009:** Tony Stewart
- **2008:** Tony Stewart
- **2007:** Carl Edwards
- **2006:** Tony Stewart
- **2005:** Kenny Wallace

THE TRACK: Half-mile dirt oval

- **Banking:** 24 degrees in the corners; 8 degrees on the straightaways
- **Capacity:** Reserved seating + suites + hillside seating = more than 20,000.
- Eldora Speedway is a half-mile dirt racing facility located in western Ohio. The “Big E” is owned by two-time NASCAR Sprint Cup Series champion Tony Stewart. The Indiana native purchased Eldora from legendary promoter Earl Baltes in 2004. Baltes built Eldora in 1954 and had been the sole owner of the facility for 50 years. Eldora plays host to some of the largest dirt racing events in the country, including the Prelude to the Dream, The Dream, Kings Royal and World 100 – all of which attract more than 20,000 spectators on an annual basis.

PRELUDE TO THE DREAM RECORDS:

- **Most Victories:**
 - Ø 3 – Tony Stewart (2006, 2008, 2009)
- **Highest Percentage of Laps Led:**
 - Ø 100 percent (Stewart led 30 of 30 laps – 2008)
- **One-lap Qualifying Record:**
 - Ø 15.405 seconds at 116.845 mph (Tony Stewart – 2009)
- **Attendance:**
 - Ø Approximately 23,000 (2009)

TV: Pay-Per-View, 7 p.m. EDT (4 p.m. PDT), Wednesday, June 9, 2010

- **Booth:** Darrell Waltrip, Larry McReynolds and Marty Reid
- **Host:** Matt Yocum
- **Pit Reporters:** Dick Berggren and Steve Letarte (crew chief for Jeff Gordon in the NASCAR Sprint Cup Series)
- **Special Analyst:** Darian Grubb (crew chief for Tony Stewart in the NASCAR Sprint Cup Series)
- **Special In-Car Commentary for SPEED pre-race show:** Kenny Wallace
- **Director:** Artie Kempner
- **Producer:** Pam Miller

HOW TO ORDER:

- The live, commercial-free broadcast will begin at **7 p.m. EDT (4 p.m. PDT)**, with an immediate replay following.
- All that is necessary to order the event is a digital cable box on one's TV or satellite service. **A subscription to HBO is not required.**
- The suggested retail price is \$24.95 and available to more than 71 million pay-per-view homes. **Ordering information and up-to-the minute racing information is available at either www.PreludeToTheDream.org or www.HBO.com.**
- Depending on whether one has cable TV or satellite service, **prospective viewers can order the Gillette Fusion ProGlide Prelude to the Dream beginning Tuesday, June 8.**
- The following are step-by-step instructions to help place an order for the Gillette Fusion ProGlide Prelude to the Dream on HBO Pay-Per-View:
 - Ø **Cable Customers:** All that is necessary to order the event is a digital cable box on your TV. If you are not sure about the kind of box you have, contact your cable company and ask if you have a digital cable box that gets Pay-Per-View (PPV). Once you know you have a digital cable box, scroll through the Pay-Per-View channels on your electronic program guide for Wednesday, June 9 at 7 p.m. EDT, and look for "**Auto Racing: Prelude to the Dream.**" Once you see the entry, click it and follow the on-screen instructions to order. If your cable system does not accept orders from your remote control, contact a customer service representative either the day before or the day of the race. Make sure you tell the representative that you are looking to order "**Auto Racing: Prelude to the Dream.**" Some cable systems have a short window available to order PPV events. The more specific you are with the customer service representative, the easier it will be to place your order.
 - Ø **DIRECTV Customers:** All DIRECTV customers can order. You can find the event on **Channel 121.** Go to the programming guide for those channels for Wednesday, June 9 at 7 p.m. EDT, and look for "**Gillette Fusion ProGlide Prelude to the Dream.**" Once you see the entry, click the event and follow the on-screen instructions to order.
 - Ø **DISH Network Customers:** All DISH Network customers can order. You can find the event on **Channel 455.** Scroll through the programming guide for those channels for Wednesday, June 9 at 7 p.m. EDT, and look for "**Prelude to the Dream.**" Once you see the entry, click the event and follow the on-screen instructions to order.
- If any problems are encountered during ordering, contact a customer service representative anytime on Wednesday, June 9, to make sure the order is processed and the race can be viewed. **Once it is ordered, sit back and enjoy the ride.**

SCHEDULE (All times local – EDT; subject to change):

7:30 a.m.:	Ticket office opens
8:00 a.m.:	General admission markings may begin (chairs/blankets ONLY)
8:00 a.m.:	All admission gates open
12:00 p.m.:	Pit gates open for teams
4:10 p.m. to 4:30 p.m.:	Team Cincinnati media session (media tent)
4:30 p.m. to 4:50 p.m.:	Team Riley media session (media tent)
4:50 p.m. to 5:10 p.m.:	Team St. Jude media session (media tent)
5:10 p.m. to 5:30 p.m.:	Team Levine media session (media tent)
5:30 p.m.:	Qualifying draw (stage)
5:55 p.m.:	Driver's meeting (media tent)
6:00 p.m. to 6:56 p.m.:	SPEED Prelude to the Dream Countdown LIVE
6:20 p.m. to 6:40 p.m.:	Hot lap session No. 1
7:00 p.m.:	HBO Pay-Per-View broadcast begins
7:10 p.m.:	Hot lap session No. 2
7:40 p.m.:	Prelude qualifying (2 laps)
8:25 p.m.:	Prelude driver introductions (with parade lap)
8:40 p.m.:	Invocation and National Anthem
8:45 p.m.:	Prelude to the Dream racing program begins (Heats / Consolation / Feature)
10:30 p.m.:	Post-race winner's circle and introduction of charities

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Driver:	No.	Car Owner:	Notes:
Justin Allgaier	12	Dewaine Hottinger	The 2008 ARCA Series champion is now making a name for himself in NASCAR driving for Roger Penske, for whom he won the 2009 NASCAR Nationwide Series rookie of the year award. Far from a dirt rookie, as Allgaier grew up racing Midgets and Late Models in the Midwest. He is the youngest driver ever to advance to the A-Main in the famed Chili Bowl Midget event in Tulsa, Okla.
A.J. Allmendinger	43	Jeff Smith	2003 Toyota Atlantic champion and five-time Champ Car race winner is now making a successful turn in stock cars, but Prelude will mark just his second stint on dirt. His dirt debut came in last year's Prelude.
Aric Almirola	15	Mike Hubbard	Promising NASCAR driver and NASCAR Camping World Truck Series championship contender whose only dirt experience has come in the last three Preludes.
Marcos Ambrose	47	Brandon Kinzer	Two-time Australian V8 Supercar champion is making a name for himself in the United States thanks to back-to-back Nationwide Series wins at Watkins Glen in 2008 and 2009. Prelude will be his second race on dirt, with his dirt debut coming in last year's Prelude.
Dave Blaney	66	Tracy Seymour	The 1995 World of Outlaws champion and 1997 Knoxville Nationals titlist won at Eldora in The Historical Big One in 1997 and the King's Royal in 1993 and 1995.
Clint Bowyer	33	Clint Bowyer	Grew up on dirt and won the 2002 track title on dirt at Kansas' Lakeside Speedway. Finished second in last year's Prelude.
Kyle Busch	51	Scott Bloomquist	Dominates on asphalt in the NASCAR world, but adapted quickly to dirt, as he finished second in 2007 Prelude and third in 2009 Prelude.
Ron Capps	28	Chuck Sanning	NHRA star will have to get used to turning left – and doing it on dirt, but experience from past Prelude events should pay dividends.
Ricky Carmichael	4	Mike Dillon	The GOAT, as in Greatest Of All Time, thanks to more than 20 off-road motorcycle championships. Now, transitioning to stock cars by running a full-time Camping World Truck Series schedule and select ARCA and NASCAR Nationwide Series events. Not a stranger to dirt, at least on two wheels. Four wheels is another matter.
Carl Edwards	99	Stacy Holmes	Began racing career on dirt tracks and showcased his dirt track lineage by winning 2007 Prelude. Had to sit out last year's race due to injury.
Bill Elliott	21	Ray Cook	Plenty of dirt experience for the 1988 Sprint Cup champion. Since retiring from running NASCAR full-time, is a dirt track fixture. Had to sit out last year's race due to injury.
Ray Evernham	98	Brian Lily	Former NASCAR Modified Tour driver, turned crew chief, turned car owner, turned track owner returns to Eldora for another Prelude.
Jeff Gordon	24	Clint Smith	Four-time Sprint Cup champ raced at Eldora for the first time since 1991 in 2007 Prelude and finished third. Had to sit out last year's race due to injury.
Denny Hamlin	11	Billy Moyer	Not a lot of dirt experience, but plenty of Late Model experience from running asphalt bullrings in home state of Virginia.
Jimmie Johnson	48	Clint Bowyer	Finished eighth in his first Prelude in 2008 and the four-time and reigning Sprint Cup champion will look for his first win on a dirt surface since he won running off-road and stadium trucks early in his career.
Kasey Kahne	9	Eric Jacobsen	Cut his teeth on dirt in USAC competition and maintains his dirt track ties by owning World of Outlaws team with drivers Joey Saldana, Paul McMahan and Cody Darrah, along with a USAC team with driver Brad Sweet.
Tony Kanaan	11	GRT Race Cars	Started last in 2010 Indy 500 and climbed to second by lap 120 of 200-lap race, and was still there with four laps to go before pitting for fuel and finishing 11 th . The 2004 IndyCar Series champion is affable and fearless – good traits to have with no dirt experience.
Matt Kenseth	17	Ernie Davis	2003 Sprint Cup and 2009 Daytona 500 champ continues to develop as a dirt track driver by running non-asphalt races when his schedule permits.
Bobby Labonte	44	Bobby Labonte	Owns a dirt Late Model team with drivers Earl Pearson Jr., and Brad Neat, and occasionally gets behind the wheel for some dirt driving fun of his own.
Joey Logano	20	Chris Wall	Has won in every type of car on his quick ascent to the Sprint Cup Series, but has little dirt experience and will make his second Prelude start.
Ryan Newman	39	Steve Francis	Like his Sprint Cup teammate Stewart, cut his teeth on dirt in USAC competition and has become a threat when competing in dirt late models.
Travis Pastrana	199	Jon Henry	He's the most successful competitor in the history of X-Games freestyle motocross, a five-time U.S. amateur motocross champion, and winner of back-to-back titles in Rally America Series. Has intentionally flipped his motorcycle over an airborne helicopter and jumped his Subaru WRX a world-record 269 feet. Prelude is just another challenge.
Cruz Pedregon	75	Cruz Pedregon	Like Capps, this NHRA star will have to get used to turning left – and doing it on dirt, but he also has experience from past Preludes.
David Reutimann	00	MasterSbilt	Third-generation driver began racing dirt Modifieds throughout home state of Florida before breaking into NASCAR Slim Jim All-Pro Series in 1997.
Ken Schrader	9	Ken Schrader	Could be the favorite as he will race anywhere, anytime – especially on dirt, and has proven victorious at Eldora in USAC competition.
Tony Stewart	14	Mark Richards	Liked Eldora so much he bought it in 2004. In first full season of ownership, debuted the Prelude in 2005, which he has won three times, including the past two years.
Kenny Wallace	36	Terry Phillips	2005 Prelude winner grew up on dirt, and after two decades in NASCAR, has again made dirt Late Model racing a staple of his routine.

RACE NOTES:

- Six NASCAR Sprint Cup Series champions representing a total of 13 Sprint Cup titles are scheduled to participate in the Gillette Fusion ProGlide Prelude to the Dream: Elliott (1988), Labonte (2000), Gordon (1995, 1997, 1998, 2001), Stewart (2002, 2005), Kenseth (2003) and Johnson (2006, 2007, 2008, 2009).
- Five Daytona 500 winners representing a total of eight Daytona 500 victories are scheduled to participate in the Gillette Fusion ProGlide Prelude to the Dream: Elliott (1985, 1987), Gordon (1997, 1999, 2005) Johnson (2006), Newman (2008) and Kenseth (2009).
- Two IZOD IndyCar Series champions are scheduled to participate in the Gillette Fusion ProGlide Prelude to the Dream: Stewart (1997) and Kanaan (2004).
- Drag racing standouts Ron Capps and Cruz Pedregon will compete in the Gillette Fusion ProGlide Prelude to the Dream. Capps has 30 career NHRA victories and has finished second in Funny Car points three times (1998, 2000 & 2005). Pedregon won the 1992 and 2008 NHRA Funny Car title and has 30 career NHRA victories.
- The elite group of drivers in the Gillette Fusion ProGlide Prelude to the Dream has **combined for a staggering 696 victories** in the NASCAR Sprint Cup Series, NASCAR Nationwide Series, NASCAR Camping World Truck Series, NASCAR Camping World Series East-West, IndyCar/Champ Car, NHRA, ARCA, IROC, CASCAR and Australian V8 Supercar: (Sprint Cup – 330; Nationwide Series – 166; Camping World Truck – 36; Camping World Series East-West – 21; IndyCar/Champ Car – 22; NHRA – 60; ARCA – 30; IROC – 15; CASCAR – 1; Australian V8 Supercar – 15.
- **More Than 60 Racing Titles Represented at the Prelude: Sprint Cup [13]** – Elliott (1988), Gordon (1995, 1997, 1998, 2001), Labonte (2000), Stewart (2002, 2005), Kenseth (2003), Johnson (2006, 2007, 2008, 2009); **IROC [3]** – Labonte (2001), Kenseth (2004), Stewart (2006); **Nationwide Series [4]** – Labonte (1991), Edwards (2007), Bowyer (2008), Busch (2009); **ARCA [1]** – Allgaier (2008); **IndyCar Series [2]** – Stewart (1997), Kanaan (2004); **Toyota Atlantic Series [1]** – Allmendinger (2003); **Indy Lights [1]** – Kanaan (1997); **NHRA Funny Car [2]** – Pedregon (1992, 2008); **Camping World Series East [1]** – Logano (2007); **Australian V8 Supercar [2]** – Ambrose (2003, 2004); **World of Outlaws Sprint Car Series [1]** – Blaney (1995); **AMA 125 National [4]** – Carmichael (1997, 1998, 1999), Pastrana (2000); **AMA 125 East Coast SX [2]** – Carmichael (1998), Pastrana (2001); **AMA 250 National [7]** – Carmichael (2000, 2001, 2002, 2003, 2004, 2005, 2006); **AMA 250 Supercross [5]** – Carmichael (2001, 2002, 2003, 2005, 2006); **U.S. Open of Supercross [3]** – Carmichael (2000, 2001, 2005); **WSXGP 250 Supercross [1]** – Carmichael (2005); **MXdN [4]** – Carmichael (2000, 2003, 2005, 2007); **Rally America [4]** – Pastrana (2006, 2007, 2008, 2009).

PHILANTHROPIC ELEMENT:

- The net proceeds from the Pay-Per-View telecast is in support of four of the nation's top children's hospitals:
 - Ø **Riley Hospital for Children in Indianapolis:** www.RileyChildrensHospital.com
 - Ø **Cincinnati Children's:** www.CincinnatiChildrens.org
 - Ø **Levine Children's Hospital in Charlotte, N.C.:** www.LevineChildrensHospital.org
 - Ø **St. Jude Children's Research Hospital in Memphis, Tenn.:** www.StJude.org
- This year's Gillette Fusion ProGlide Prelude to the Dream is a team event. There will still be an individual race winner, but there will now be a race within the race, with the field broken up into four teams, each representing a children's hospital:
 - Ø **Team Riley:** *Bowyer (captain)*, Newman, Gordon, Allmendinger, Allgaier, Wallace and Capps.
 - Ø **Team Cincinnati:** *Kahne (captain)*, Logano, Stewart, Labonte, Elliott and Pedregon.
 - Ø **Team Levine:** *Busch (captain)*, Johnson, Kenseth, Reutimann, Blaney, Ambrose and Pastrana.
 - Ø **Team St. Jude:** *Hamlin (captain)*, Edwards, Schrader, Almirola, Carmichael, Kanaan and Evernham.
- Each hospital will receive a donation, with the payout breakdown as follows:
 - Ø Winning team receives 45 percent of net money raised.
 - Ø Second-place team receives 25 percent of net money raised.
 - Ø Third- and fourth-place teams each receive 15 percent of net money raised.
- The lowest team score wins, and only the top-five drivers from each team will be scored. For example, if Team Riley has finishes of first, fourth, seventh, 11th and 18th, respectively, from its top-five drivers, its score will be 41. In the event of a tie, the sixth driver will be scored.

INFORMATION FOR DOWNLOADING PHOTOGRAPHY:

- Photos from the Gillette Fusion ProGlide Prelude to the Dream will be available to the media online through Getty Images on www.image.net.
- Media will not be charged an editorial usage fee for images from the event.
- To view and download materials, **please register at www.image.net and select "Sports" in the "subjects you cover" section.**

COORDINATE/UPLINK INFORMATION FOR POST-RACE HIGHLIGHTS:

- **Transmit:** PSSI Ku-band TES
- **Satellite:** Galaxy 17 / K15
- **Video:** SD – Standard Definition, 4:3 aspect ratio, MPEG-2 4:2:2 In the Clear
- **Downlink Frequency:** 12000 H
- **Modulation:** QPSK
- **FEC Rate:** 5/6
- **Symbol Rate:** 26.470 Msym/s
- **Data Rate:** 40.656536 Mbps
- **Audios:** Channel 1: PGM; Channel 2: PGM
- **When:** Approximately 10 minutes following the conclusion of HBO Pay-Per-View telecast on Wednesday, Sept. 9
 - Ø Feed will begin at approximately 11:15 p.m. EDT
 - Ø If trouble is encountered with feed, please call (937) 338-3126 or (937) 338-3127

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