



Taking Orders for Seventh Annual Prelude to the Dream

Fans Can Order All-Star Event on Pay-Per-View Beginning Monday, June 6

ROSSBURG, Ohio (June 5, 2011) – If you can't make the drive to Eldora Speedway in Rossburg, Ohio, on Wednesday, June 8 to see the seventh annual Prelude to the Dream in person, don't worry. Beginning **Monday, June 6**, race fans across the nation will have their first opportunity to **order the charity all-star race on pay-per-view**.

The event will feature stars from the NASCAR Sprint Cup Series, NASCAR Nationwide Series, NASCAR Camping World Truck Series, the IZOD IndyCar Series and the NHRA Full Throttle Drag Racing Series. All will join two-time NASCAR Sprint Cup Series champion Tony Stewart in piloting 2,300-pound dirt Late Model stock cars capable of putting out more than 800 horsepower around Eldora's half-mile oval.

The Prelude to the Dream is a team event. There is still an individual race winner, but there is also a race within the race, with the field broken up into four teams, each representing a children's hospital:

- **Team Levine:** Jimmie Johnson, Denny Hamlin, Bill Elliott, David Reutimann, Austin Dillon, Ray Evernham and Cruz Pedregon.
- **Team Atlanta:** Ryan Newman, Carl Edwards, Clint Bowyer, Ken Schrader, David Gilliland and Ron Capps.
- **Team St. Louis:** Kyle Busch, Kasey Kahne, Bobby Labonte, Justin Allgaier, Kenny Wallace, Ron Hornaday and Ricky Carmichael.
- **Team Dallas:** Stewart, Tony Kanaan, Matt Kenseth, Brian Vickers, Marcos Ambrose, Aric Almirola and Dave Blaney.

Each hospital will receive a donation, with the payout breakdown as follows:

- Winning team receives 30 percent of net proceeds raised from the pay-per-view telecast.
- Second-place team receives 25 percent of net proceeds raised from the pay-per-view telecast.
- Third- and fourth-place teams each receive 20 percent of net proceeds raised from the pay-per-view telecast.

The lowest team score wins, and only the top-five drivers from each team will be scored. For example, if Team Levine 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.

HOW TO ORDER:

- The live, commercial-free broadcast will begin at **8 p.m. EDT (5 p.m. PDT)**.
- All that is necessary to order the event is a digital cable box or satellite service. **You do not need HBO to order.**
- The suggested retail price is \$24.95. **Ordering information and up-to-the minute racing information is available at either www.PreludeToTheDream.org or www.HBO.com.**
- Updates can also be found on Twitter at [@Preludetodream](https://twitter.com/preludetodream) and follow the hashtag [#RideWithUs](https://twitter.com/RideWithUs), or become a fan on Facebook at www.facebook.com/Preludetodream.
- If you have Cable, Verizon FiOS, AT&T U-verse, DIRECTV or DISH, **fans can order the Prelude to the Dream beginning June 6.**
- The following are step-by-step instructions to help place an order for the Prelude to the Dream on Pay-Per-View:
 - **Cable, AT&T U-verse TV and Verizon FiOS 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 8 at 8 p.m. ET, 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 Pay-Per-View events. The more specific you are with the customer service representative, the easier it will be to place your order.
 - **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 8 at 8 p.m. ET, and look for **"Prelude to the Dream."** Once you see the entry, click the event and follow the on-screen instructions to order.
 - **DISH Network Customers:** All DISH Network customers can order. You can find the event on **Channel 455/472**. Scroll through the programming guide for those channels for Wednesday, June 8 at 8 p.m. ET, 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 8, to make sure the order is processed and the race can be viewed. **Once it is ordered, sit back and enjoy the ride.**

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For More Information, Contact:

Mike Arning
True Speed Communication
704.875.3388, ext. 802 or Mike.Aring@TrueSpeedCommunication.com

Patrick Byrne
HBO Pay-Per-View
212.512.1361 or Patrick.Byrne@hbo.com