



## PRIMETIME INTENDS TO DEFEND IN 2010

**February 9th, 2010 Hollywood, Florida** After a successful 2009 season where team owner Joel Feinberg was crowned the drivers champion,



Feinberg and fellow Lites driver Kyle Marcelli have made the move up the ladder into the Le Mans Prototype Challenge class where Feinberg hopes to give a repeat performance for 2010. While Feinberg won't personally be defending Primetimes achievement in Lites, the team will be well represented by returning drivers Anthony Nicolosi and Johnny Meriggi.

Throughout the 2009 season, Nicolosi and Meriggi had the great benefit of data comparison between themselves and Feinberg as well as fulltime engineering and driver coaching, this exercise played a key role in bringing the two drivers up to pace from track to track. Both drivers showed tremendous potential across the season while building their confidence and talent in the car which should catapult them to the front of the pack this season.

For 2010 Primetime has employed the services of Gerardo Bonilla, who is a past IMSA Lites champion from 2007. Bonilla, now an established driver coach through Skip Barber and other racing schools, will be coaching the two Lites drivers in hopes of pushing them to the next level and reaching their goals and potentials as drivers as well as being in championship contention as he and Feinberg have already accomplished.

**Anthony Nicolosi, Car #8**



*"It's Primetime or nothing" said Nicolosi. "They have been the backbone of my racing since I started 3 years ago and I wouldn't be where I am today without them. To have been teamed with Joel and have gotten the benefit of his knowledge and experience has been priceless, to couple that with the dedication and performance of the Primetime crew has definitely given me the confidence to push myself and the car to its true potential".*

**Johnny Meriggi, Car #11**



*"I'm excited to be back with Primetime again for 2010" said Meriggi. "I've been racing Lites since it began in 06 and have seen teams come and go, Primetime has been able to clearly define themselves apart from others by having all the necessary resources and experience to give a driver the best to work with and I look forward to making this season my breakout year in IMSA Lites".*

**Brent O'Neill, Team Manager** *"We have a job to do" said team manager Brent O'Neill, "we delivered race after race last year and proved that we were the team beat. Now that we will also be running the LMPC car and Joel has moved on, we intend to get Anthony and Johnny up front and fighting for another championship. Both of them learned a lot last year and with the help of Gerardo they both have a shot of defending for Joel and keeping the crown under our tent".*

Throughout the offseason Primetime has continued to develop their IMSA Lites program in regional club racing for their weekend warrior club guys as well as furthering their race program by assisting IMSA and Cooper Tires in the development of their new series spec tire. With five DP-02 cars in the shop, they certainly have become intimately familiar with the car as well as playing an integral role in the series success and growth.

As a graduate and champion of the IMSA Lites, Joel Feinberg and the Primetime team intend on using their success in Lites combined with the new LMPC program as a ladder system for committed drivers to enter sports car racing and learn the ropes step by step from seasoned veterans of the sports. As the global leader in “Green Racing”, IMSA and the American Le Mans offers a wide variety of race disciplines and has proven to be a viable and successful racing platform for any driver at any level of interest to invest in.

**Scott Atherton, President and CEO of the American Le Mans Series** *“When we announced the formation of the Le Mans Prototype Challenge class in August, Joel was one of the first to express interest in participating for the 2010 season. The announcement of Primetime Race Group’s involvement in the Series is a textbook example of what we envisioned – an opportunity for existing teams to advance into the prototype category. Joel’s and Primetime’s experience both as GT competitors in the American Le Mans Series and also IMSA Lites will benefit them significantly in this exciting new category”* stated American Le Mans Series President and CEO Scott Atherton. *“We offer Joel and everyone at Primetime our sincere thanks for their past involvement and best wishes for a successful 2010 LMPC campaign.”*

Feinberg and Marcelli will be making their LMPC team debut this month at the “wheels down winter test” on February 22nd and 23rd at Sebring International Raceway. The team has been working diligently over the past few weeks after taking delivery of their new Oreca Formula Le Mans Challenge car and plans on making a bold statement in setting the bar for this new and exciting endeavor.

Stay tuned for more Primetime updates and information throughout the off season. For further information log on to [www.primetimeracegroup.com](http://www.primetimeracegroup.com) , [www.americanlemans.com](http://www.americanlemans.com)

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