



INTERNATIONAL MOTOR SPORTS ASSOCIATION

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IMSA Partners with Indy-Based GRand Solutions *Firm to Augment Sanctioning Body's Marketing, Public Relations Efforts*

BRASELTON, Ga. (Dec. 8, 2011) – International Motor Sports Association (IMSA) executives announced today they have forged a strategic partnership with Indianapolis-based GRand Solutions, a sports management and consulting firm, in an effort to raise awareness and strengthen its three developmental series – the Cooper Tires Prototype Lites Powered by Mazda, the IMSA GT3 Cup Challenge by Yokohama and the Porsche GT3 Cup Challenge Canada by Michelin.

Founded in 1969, IMSA currently sanctions five popular road-racing series. The Cooper Tires Prototype Lites and two GT3 Cup Challenge series compete throughout North America and are designed to prepare drivers and teams for competition in the American Le Mans Series presented by Tequila Patrón – another IMSA-sanctioned championship.

GRand Solutions specializes in marketing, event management and communications. With its office in the shadows of Turn 1 at the famous Indianapolis Motor Speedway, the company was co-founded by motorsports industry veterans Gene Cottingham and Ruthie Forbes.

“We are very excited about the opportunity to bring the collective resources and experience offered by GRand Solutions to the IMSA family of development series,” said Steven Sewell, IMSA Director of Development Series. “Our competitors, teams and corporate partners will not only have the benefit of enhanced visibility within the motorsport community and mainstream media, but they also will have access to a professional, full-service marketing, activation and public relations department dedicated to the specific needs of our constituents. This partnership is a significant step in recognizing the growth and expansion of all IMSA development series as well as ensuring greater public awareness and acknowledgement of the accomplishments achieved within each individual series.”

GRand Solutions will work closely with IMSA staff to create targeted marketing and activation programs, and public relations campaigns for the Cooper Tires Prototype Lites Powered by Mazda, the IMSA GT3 Cup Challenge by Yokohama and the Porsche GT3 Cup Challenge Canada by Michelin.

“We are thrilled to be able to offer comprehensive marketing and public relations solutions for IMSA and its developmental Series,” Forbes said. “We see amazing growth and potential for both series, their teams, drivers and partners. We also look forward to working not only with IMSA, but with its phenomenal partners that include Porsche, Yokohama, Cooper Tires, Michelin and Mazda – each having an outstanding motorsports reputation and résumé.”

The Cooper Tires Prototype Lites Powered by Mazda and IMSA GT3 Cup Challenge by Yokohama will kick off their seasons at the 60th Mobil 1 Twelve Hours of Sebring fueled by Fresh from Florida on March 14-17, 2012 at Sebring (Fla.) International Raceway.

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