



TTS MotorSport
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FOR IMMEDIATE RELEASE:
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TTS MotorSport and ABC Radio Affiliates reach agreement.

ARLINGTON, TEXAS: Racer on the rise, P.J. Abbott, steps up his alliance with ABC Radio affiliate WBAP in a deal that puts the TTS MotorSport name, and sponsors in the hands of an estimated 8.0 million people. Abbott will make appearances on behalf of ABC Radio affiliates WBAP, and The Midnight Trucking Network. TTS MotorSport will share booth spaces with the ABC Radio affiliates WBAP, Radio Disney and others. TTS will be offering sponsors an opportunity to promote their products and services at multiple events. TTS and sponsors will be given the opportunity to include their information in every "goodie" bag distributed at over 65 events.

"This just gives us one more avenue to promote our sponsors. The advertising benefits this deal will bring to them will far exceed the cost of sponsorship. This is a very exciting opportunity for us and we would like to recognize WBAP for their support. The benefits far outweigh the cost; under promise and over deliver," said Abbott.

Abbott will be signing autograph cards while displaying his racecar at high profile events in Texas, and across the United States. In addition to the appearances, commercial spots and potential interviews will reach an estimated 3.5 million listeners nightly. WBAP is a leader in the News and Talk radio industry, and the Midnight Trucking Network is the largest of its kind with over 13 partner stations, plus Sirius Satellite Radio and a 34 year history of broadcasting.

WBAP will be launching a "Congrats to P.J." commercial campaign in January, allowing P.J. to thank his sponsors for a successful 2003 and welcome new sponsors for 2004.

"These promotions are in addition to the others we will be doing throughout the season, across the country," said Tessie Painter, marketing agent for P.J. Abbott. "On or off the track, we work for our sponsors. Our sponsors are our marketing partners."

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