

TEAM GREEN ARMY

GREEN ARMY Racing has a multitude of Branding opportunities in HIGH PROFILE locations throughout Southern California's population dense marketplace.

A small portion of TEAM ALLIANCE Race Branding Opportunities include:

- **Access to 75+ ROLLING BILLBOARD BOX VANS:** These meticulously maintained fleet vehicles travel throughout southern California 5 days a week on the nation's busiest freeway system for ultra high profile, impact, and maximum visibility.
- **RACE TEAM VEHICLE BRANDING:** LUCAS OIL OFFROAD RACING SERIS - PRO2 900HP MARQUIS DIVISION. In conjunction with these rolling billboards the Green Army Racing team operates (3) top race vehicles seen on national TV and host of race transportation vehicles.
- **RACETRACK ACTIVATION BRANDING:** Race Day Activation includes a complete Race Pit setup for product displays, demonstrations, testing, sampling, tasting and more.

WE ARE THE YOUTH MARKET

Benefits provided by Green Army Race Team Association:

PEER TO PEER YOUTH MARKET PENETRATION: Green Army Key Driver Justin Davis is merely 16 years old and yet only seconds behind the World Champion. At 16 years old Justin commands the attention and admiration of the 12-25 youth action sport enthusiast marketplace. It is only the youth that can speak directly to the youth marketplace. At 16 years of age brand association within this difficult to capture marketplace transfers naturally as youth to youth speak peer to peer directly to each other's desires and lifestyles. *"Lifestyle" branding is real, tangible and accessible to the younger set.*

HIGH PROFILE VISIBILITY: As the "young gun" running with the seasoned veterans Justin is guaranteed to be mentioned in the broadcast and more than likely be interviewed by the network. This is your opportunity to speak directly to your target market and showcase your brand image!

MULTIPLE DISCIPLINE RACING: Team GREEN ARMY is a multi talented/multi discipline racing organization. Whether running the highly attended TV broadcast Shortcourse racing events or the challenging and ever popular Baja 1000 Team Green Army is center staged in the roughest, most demanding and most exciting to watch motorsport in the world, OFFROAD RACING!



GREEN ARMY MOTORSPORTS HAS BEEN SEEN ON:



2010 -- LUCAS OIL OFFROAD RACING Season Schedule

| | |
|------------------------|---|
| March 6-7 | Lake Elsinore Motorsports Complex, Lake Elsinore, CA |
| April 10-11 | Speedworld Off Road Park, Surprise, AZ |
| May 22-23 | Primm Valley Motorsports Complex, Primm, NV |
| June 26-27 | Miller Motorsports Park, Tooele, UT |
| August 7-8 | Lake Elsinore Motorsports Complex, Lake Elsinore, CA |
| September 18-19 | Speedworld Off Road Park, Surprise, AZ |
| October 23-24 | Primm Valley Motorsports Complex, Primm, NV |
| December 11-12 | Firebird Raceway, Phoenix, AZ |

BROADCAST NETWORKS:-----



30 Confirmed HD Episodes on SPEED!

Complete series coverage will be presented in a one hour format on SPEED. These shows will be broadcast in high definition with a maximum of three episodes dedicated to each event!

SPEED recently increased their commitment to the sport and boosted the coverage from 18 to 30 original one hour episodes!



Season Finale in HD on NBC!

The Lucas Oil Off Road Racing Series is pleased to announce that its last Championship race of the 2009 season will be broadcast on NBC.



7 Confirmed HD Episodes on The Outdoor Channel!

Our Outdoor Channel coverage will focus in on the ***Bully Dog Super Lite class, Unlimited Lites, Unlimited Buggies, Limited Buggies, and pro highlights***.



6 Confirmed HD Episodes on Versus!

A minimum of 6 one hour episodes will be presented in high definition on the Lucas Oil Motorsports Hour on Versus. The Lucas Oil Motorsports Hour is entering its third season on Versus and is quickly becoming the home of great racing on Versus.



40 Confirmed Episodes on KWHY Channel 22!

The Lucas Oil Off Road Racing Series will be broadcasting in Spanish on KWHY Channel 22 in the greater Los Angeles area. KWHY-TV is available on both broadcast and cable television. The coverage will feature all classes featured in the series.



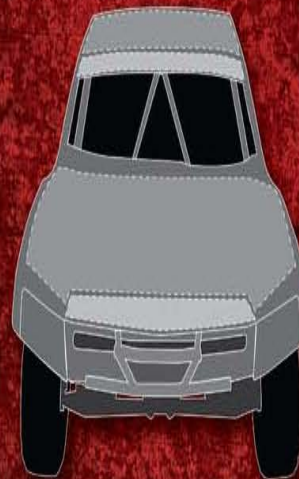
10 Confirmed HD Episodes on MavTV!

The Lucas Oil Off Road Racing Series will be broadcast in select U.S. markets as well as internationally on MavTV. The sport of short course off-road racing will be seen throughout Europe as well Australia and New Zealand!

VEHICLE COVERAGE



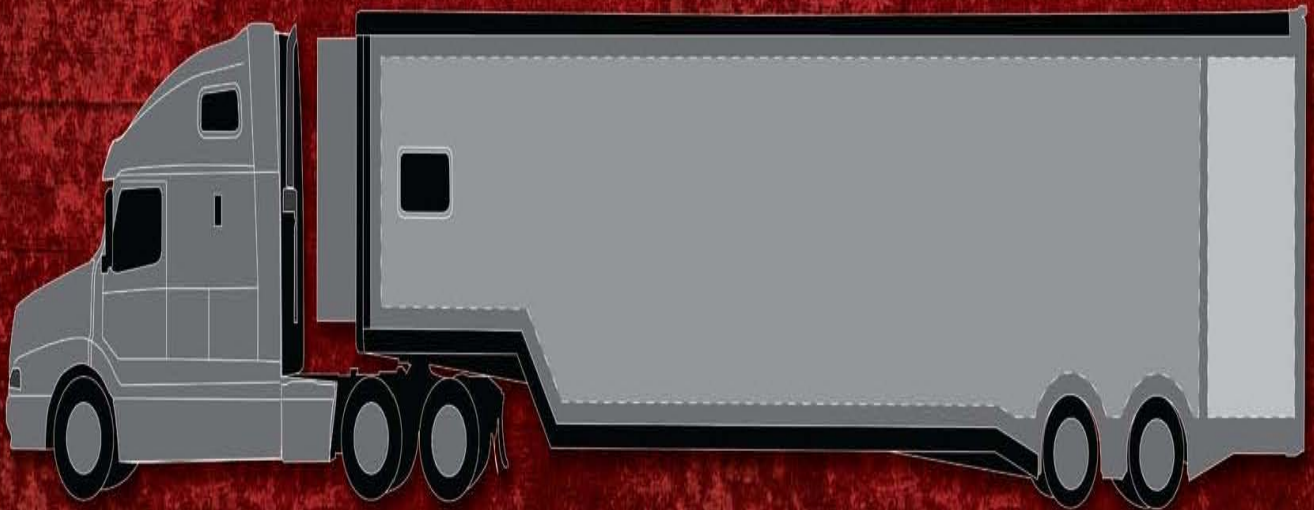
Side Placement View



Front Placement View



Rear Placement View



Side Placement View



Primary Sponsorship



Associate Sponsorship

Primary Sponsorship to Include:

- Primary Race Vehicle Coverage (Pro-2)
 - Primary Team Coverage (Primary chase vehicles and semi)
 - Driver Coverage (Suit, hat, etc.)
 - Logo and URL on all collateral material (Stickers, hero card, posters, etc.)
 - Logo and URL on website (GreenArmyMotorsports.com)
 - Right to sample at all race related events
 - Set amount of sponsor required event appearances
- *Note: Primary Sponsors have first rights to our 24/7 "exclusive" outdoor marketing program. Details available.*

** Full coverage identity sponsorships negotiable on request. *Helmet sponsorship negotiable on request.*

Associate Sponsorship to Include:

- Secondary Race Vehicle Coverage (Pro-2)
- Secondary Team Coverage (Primary chase vehicles and semi)
- Secondary Driver Coverage (Suit, hat, etc.)
- Logo and URL on all collateral material (Stickers, hero card, posters, etc.)
- Logo and URL on website (GreenArmyMotorsports.com)

For Sponsorship Branding opportunities please contact:

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