



Event Report

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JOLIET, III. – July, 9 2008 – For the 5th consecutive year Joliet’s Race Fan Rally presented by Allstate grew in size and stature. With expanded street space and the largest KidZone to date, an estimated 45,000 attendees enjoyed NASCAR drivers, showcars and exhibits, as well as local food, and entertainment. The event was free to the public and drew large numbers of families seeking a fun way to kick off race week in Joliet.

“We are so pleased with the growth this event has seen year in and year out,” said Tom Mahalik, Vice President, Joliet City Center Partnership. “The weather was once again spectacular and the event delivered all that was promised.”

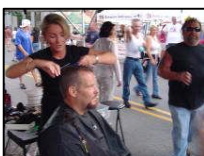
Allstate lead the way as the presenting sponsor of the 2008 Joliet Race Fan Rally. Based in Northbrook, IL, the event provided the perfect backdrop for Allstate’s NASCAR exhibits related to NASCAR safety. Fans were treated to full scale replicas of NASCAR safety items including an actual safe wall barrier. Allstate also gaveaway a \$500 gas card and free tickets to the Allstate 400 at the Brickyard.



Budweiser added to the excitement by giving away a street-legal replica of Kasey Kahne’s No. 9 Dodge Charger. The actual car was awarded on stage during the event to one of 20 finalists. Shortly after the winner was identified the streets of Downtown Joliet were illuminated with the bright lights of a spectacular fireworks display.

“This is the second year for the fireworks and it is proving to be a fan favorite,” add Mahalik. “The display really adds a great crescendo to an already exciting experience.”

The National Guard of Illinois returned for its fourth year as a sponsor of Joliet’s Race Fan Rally presented by Allstate, the first as the new primary sponsor of Dale Earnhardt, Jr.’s No. 88 Chevrolet. The National Guard’s exhibits included the No. 88 showcar, as well as its No. 4 IRL (Indy Racing League) showcar. The National Guard also had several competitions including push-up and pull-up contests which led to great giveaway items related to the No. 88 team and Dale Earnhardt, Jr.



Great Clips Racing returned again in 2008 with its mobile hair stylist trailer. 15 Great Clips’ stylists provided free haircuts and encouraged donations for the cuts. All funds raised by the Great Clips effort were provided to Chicagoland Ronald MacDonal House charities.

Track Side Charities returned to Race Fan Rally for the second straight year by donating the main entertainment stage and the featured band Hello Dave. Hello Dave, with their southern rock style, was a huge hit with the attendees.



Track Side Charities also executed a raffle for one lucky attendee to win a Race Fan Rally hood signed by all participating drivers. The charitable promotion and other fund raising efforts benefited the Joliet Alliance for Youth.



The line for autographs from participating drivers extended nearly a city block. Thousands of fans were able to get an autograph and meet their favorite driver. Aric Almirola, newly named full time driver of the No. 8 DEI Chevrolet team was on hand. Patrick Carpentier, representing Allstate, also joined the driver roster, as did Kertus Davis who is a fulltime driver in NASCAR's Nationwide Series.



Chevrolet also added to the fun and excitement of Race Fan Rally by providing free burritos from Chipotle Restaurants for those that took a test drive in the all new Chevrolet Malibu. Participants were also entered into a ticket giveaway featuring future Chicago Cubs and White Sox games.



Chicagoland Speedway participated by providing a showcar from its Richard Petty Driving Experience and a merchandise trailer carrying top items branded with the CLS logo. It was race fans first chance to purchase official event merchandise prior to the track going live the day following Race Fan Rally.

The event concluded at 11pm central time with the attendees primed for a great NASCAR race weekend in Chicagoland.

The Joliet Race Fan Rally presented by Allstate is a family-friendly festival that is free of charge and open to the public. The Joliet Race Fan Rally presented by Allstate included live bands, driver appearances, show cars and other motorsports exhibits. The 2008 Race Fan Rally took place in Downtown Joliet, Ill. on Wednesday, July 9th from 5pm to 11pm. For more information please visit www.racefanrally.com.

