



UTAH LANDS ANOTHER MAJOR WINTER ACTION SPORTS EVENT

Utah Sports Commission and Rio Tinto Stadium bring Nationally Televised Professional Snocross to Beehive State for the First Time

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Minneapolis, MN / Sandy, UT (Wednesday, October 28, 2009) – ISOC Racing’s AMSOIL Championship Snocross Series, the nation’s premier Snocross racing circuit, today announced that Rio Tinto Stadium, one of Utah’s world-class sports and entertainment venues, will host the Western Nationals on Saturday, January 9, 2010. The first-time event is one of nine Nationals on the 2009-2010 schedule and the only one west of the Mississippi.

"Utah continues to grow into one of the premier action sports destinations in the world," **Governor Gary R. Herbert** said. "The addition of Snocross to the list of events hosted in Utah, which already includes the Summer and Winter Dew Tours, Supercross, Red Bull Air Race and Red Bull Rampage, solidifies our state's image as the place for action sports."

"Utah will receive significant benefit from this new event providing an anticipated \$3-4 million in economic impact and national and international media exposure through its televised broadcast on Versus, said **Jeff Robbins**, president & CEO of the Utah Sports Commission.

"Having another major sporting event showcasing Sandy and providing economic benefit to both our businesses and citizens is a terrific boost to our community in this challenging economy", said Sandy Mayor, Tom Dolan.

The day-long, open-air event culminates with the Main Event, starting at 7:00 p.m. MT. The Main Event will feature the Pro and Semi-Pro racing, freestyle shows and other finals from the day’s qualifying racing. Tickets, pre-sale details and other event information will be posted online at www.RioTintoStadium.com as it becomes available.

"For a number of reasons, picking Utah to run an ACSS National at Rio Tinto Stadium is an event our entire industry is excited about," said ISOC CEO **John Daniels**. "The combination of the world-class venue, the avid Utah sports market and the opportunity to push our series out West, where there is a huge Snocross following all combine to form the foundation for what we hope to make into an outstanding annual event."

The Western National at Rio Tinto Stadium will be the third National of the season. The first two events are the AMSOIL Duluth National in Duluth, MN and the Milwaukee Mile National in Milwaukee, WI. The versatile dimensions of Rio Tinto Stadium, which has hosted major concerts, international and MLS

soccer games as well as a dirt show during its first year of operation, allow it to become the first stadium of its type to host a Snocross race.

“We have enjoyed great success with a wide array of unique events already,” said Real Salt Lake President **Bill Manning**. “We built Rio Tinto Stadium with the idea of attracting exactly this kind of race and are very excited to host racers and fans from all over the country.”

While the main attraction will be professional snocross racers and freestyle athletes from across the country, regional race participants will be able to experience racing at a National event for the first time. Prior to the 7:00 p.m. MT Main Event on Saturday night, amateur racers from ISOC Racing affiliate circuits MWR and XMR will compete in various classes from beginner racers to highly competitive regional classes.

About Rio Tinto Stadium

Rio Tinto Stadium is a state-of-the-art, sports and entertainment facility in Utah, providing a stunning new home for world-class events, one with breathtaking views of both the Oquirrh and Wasatch Mountain ranges. Rio Tinto Stadium opened its doors for the first time on just over one year ago, on October 9, 2008, with Real Salt Lake’s Major League Soccer action televised before an international audience. The Stadium, which hosted the 2009 MLS All-Star Game in late July and a United States Men’s National Team FIFA World Cup Qualifier in early September, is a new class of venue in the Intermountain West, attracting events that would not otherwise visit Utah, bolstering the state's reputation as an international sports and entertainment destination. The venue seats 20,008 people for various sporting events, including Real Salt Lake games, with capacity rising up to 25,000 for concerts and other events. For more information, visit www.riotintostadium.com

About the Utah Sports Commission

The Utah Sports Commission is a not-for-profit 501c3 charitable organization governed by an all-volunteer Board of Trustees consisting of statewide sports, business, community, and government leaders. The Sports Commission was created to foster national and international amateur and professional sports competitions to be held in the state of Utah, acting as a catalyst in unifying the states sports community and strengthening Utah’s presence in the global sports marketplace. For more information, visit www.utahsportscommission.com

About ISOC Racing

The International Series of Champions (ISOC) is the premiere snowmobile race sanctioning organization in North America and sanctions the national AMSOIL Championship Snocross Series, in addition to affiliating with nine regional circuits. Visit www.isocracing.com for more information, fan and racer memberships, schedule details and more.

