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FOR IMMEDIATE RELEASE

Monster Jam Crowd Response Confirms NLSA Has Bright Future

The Northern Lightning Sprint Association made motorsports history this weekend at the MTS Centre as they became the first Sprint Car organization ever to race indoors on dirt in Manitoba.

In partnership with the 2009 Partsource Monster Jam Series, NLSA drivers Eric Guyot, Jeff Laurin, Bob Charney, Bob Saindon, and Roland Bernard provided over 20,000 Winnipeg motorsports fans with a preview of what they will see at Red River Coop Speedway in April of 2009. Although the racing surface was very tight, tacky, and rough, the NLSA drivers did an excellent job steering their high-powered, lightweight Lightning Sprints around the dirt oval.

The action was as hot on the concourse of the MTS Centre as it was on the race track. Thousands of fans carefully looked over a Northern Lightning Sprints display car, which was set up on riser blocks for easier viewing. Representatives from the NLSA were on hand with the display car to answer questions from interested onlookers.

With a solid rule book that ensures long-term affordability of the Lightning Sprint class and a solid team of drivers dedicated to making the sport of auto racing better, the Northern Lightning Sprint Association is sure to meet with great success in the future.

The Northern Lightning Sprint Association would like to thank everyone at Monster Jam for their assistance in making this a truly successful event.

For more information on the Northern Lightning Sprint Association, visit www.nlsprints.com

About Monster Jam:

Monster Jam is owned by Feld Entertainment Incorporated. Feld Entertainment, Inc., is the world's leading producer of live family entertainment and the parent company of Ringling Bros. and Barnum & Bailey®, Disney On Ice, Disney Live!, Doodlebops Live!, and Feld Entertainment Motorsports. The company's spectaculars have toured in 55 countries and on six continents, and are seen by millions of people.