

# MEDIA COVERAGE

## WORLDWIDE INTERNET COVERAGE

Pre Race and Post Race PR from various outlets are available to a worldwide audience via the internet. In addition to the some live broadcasts, much of the information relating to upcoming schedules, results, message boards and many racing related websites are kept up to date with the latest Eric Beers Racing News. Sponsors and corporate partners benefit from the far reaching exposure. Check out the most recent Eric Beers information at [www.ericbeers.com](http://www.ericbeers.com).

## RACE COVERAGE



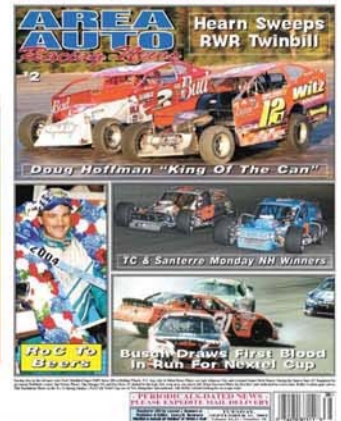
## REGIONAL PUBLIC ACCESS TV COVERAGE

At many of the tracks Eric Beers competes there is coverage from the local cable companies. For example when racing in the PA/NJ Area races are highlighted on Blue Ridge Cable. The Sunoco Race of Champions Modified Tour in New York and New Jersey has a contract with Empire Sports Network to show the races on a tape delay basis. In New England the highlights of the races and results are shown on NESN

## TV COVERAGE



## FRONT PAGE COVERAGE



## NATIONAL TELEVISION COVERAGE

Recognizing the professionalism, history and entertainment value of NASCAR Modified Racing, SPEED Channel and ESPN reaching 45 million homes broadcasts highlights of the Modified Races as well as live and taped broadcasts of events



## VICTORY LANE COVERAGE

## RADIO COVERAGE

One of the primary objectives of the Eric Beers public relations staff is to provide radio talent with material for their broadcasts and shows. This material often includes interviews, updated weekly race results and Eric as an interviewed guest.

## NEWSPAPER COVERAGE

Eric Beers public relation firm provides pertinent information for the print media who cover motor sports. Below is a partial list of the publications who have printed stories on events on Eric Beers and Modified Racing.

- Area Auto Racing News • Boston Globe • Bristol Press • Connecticut Post • Cranston Herald • Danbury News Times • Gator Racing News • The Hartford Courant • The Journal Inquirer • Middlesex News • Morning Call • NASCAR NEWS • NASCAR Racing For Teens • National Speed Sport News • Naugatuck Daily News • New Haven Register • New London Day • New York Times • Norwalk Hour • Norwich Bulletin • Northampton Press • Philadelphia Inquirer
- Philadelphia Daily News • Providence Journal • Speedway Scene • Springfield Journal • Springfield Union News
- Star Ledger • Sun Chronicle • The Racin' Paper • Stock Car Racing Magazine • Trackside Magazine • The Union Leader
- The Trentonian • The Trenton Times • The Standard Speaker • The Express Times plus many, many more

"NASCAR MODIFIED RACING HAS ALWAYS SHOWN THE SAME PROFESSIONALISM I'VE FOUND IN ANY OTHER FORM OF SPORTS"