



LYN ST. JAMES

LISTED AMONG 100 LEADING WOMEN IN THE NORTH AMERICAN AUTO INDUSTRY

Lyn St. James, president of Lyn St. James Enterprises of Phoenix, has been recognized by *Automotive News* as one of the 100 Leading Women in the North American Auto Industry. The organization (www.lynstjames.com) comprises the Women in the Winner's Circle Foundation, the Complete Driver Academy for women, Project Podium grants for women, and other programs.

St. James is best known as the trailblazing racing professional who was the first woman to win a North American professional road race driving solo (Watkins Glen, New York in 1985). She competed in the Indianapolis 500 seven times and is the first woman named Indy 500 "Rookie of the Year" (1992).

The *Automotive News* Leading Women recognition, given out by the automotive industry publication every five years since 2000, takes an in-depth look at 100 of the industry's most powerful and accomplished women. *Automotive News* celebrated the achievements of the 100 women with a special event at the Max M. Fisher Music Center in Detroit on September 21. For more information, visit autonews.com/100leadingwomen.

ACCELERATE WITH LYN ST. JAMES

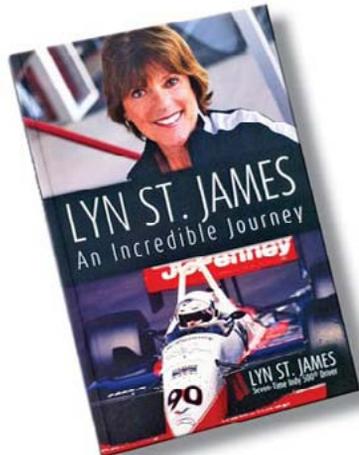
PROGRAM TARGETED TO WOMEN DRIVERS AND AUTO BUYERS

NewsProNet, a provider of original syndicated video news to local broadcasters and online news destinations, has announced a new automotive program targeted to women, starring famed professional driver, Lyn St. James. Debuting in January, "Accelerate with Lyn St. James" will be seen three times per week on hundreds of local news sites and other NewsProNet syndicated worldwide outlets.

Women account for about 50% of vehicle purchases and 80% of auto maintenance and repairs.

"I'm excited about sharing a lifetime of experience behind the wheel," said St. James. "Many women are uncomfortable financially and mechanically with cars, but it's no different than taking care of your body. The first step is knowing the basics and building on those. Like your body, if you take care of your car, your car will take care of you."

St. James has worked as an on-air auto racing commentator for ABC and ESPN, and has authored



several books, including *Ride of Your Life*, *Only This Morning You're All Grown Up* and *The Lyn St. James Car Owner's Manual for Women*, and her newest, *An Incredible Journey*. She will serve as co-producer, scriptwriter and on-camera talent for the new program. Using a format of two-minute segments, St. James will cover driving safety, auto maintenance and ownership. She'll also give viewers a sense of what it's like to be behind the wheel competing in some of the most famous motorsports events in the world.

"We're thrilled to have Lyn St. James as the driving force behind our latest video syndicated offering," said Bob Rodriguez, chairman of NewsProNet. "We believe that Lyn's vast knowledge, her passionate love of autos and her ability to relate to men and women everywhere will create a huge following."

NewsProNet news segments reach more than 50% of US TV households and millions of online visitors every month. Syndicated news content can be seen on NBC, ABC, CBS and FOX affiliates.

AN INCREDIBLE JOURNEY

OUT NOW: THE LATEST BOOK BY LYN ST. JAMES

Lyn St. James says that after two decades of racing professionally around the world—including wins and world speed records, as well as crashes and failures—she came to understand that besides the personal satisfaction, her accomplishments also provided an outline for others to follow. Her story and philosophies are presented in her new book, *An Incredible Journey*.

"Throughout my journey, I did everything possible with what I had to work with, never gave up, and learned so much along the way," says St. James. "Now I'm able to share that knowledge by providing some insights into a sport where more men than women have succeeded and where more women are coming to the forefront. Being successful in racing is not just about driving fast... it's about passion, preparation, experience and opportunity... and being fast!"

The late Walter Cronkite praised the book, saying, "This is the stuff of high adventure, but only part of the tale, as St. James also gives us the fascinating inside story of her assault on the male bastion that was Indy. It's a can't-put-it-down book."

An Incredible Journey by Lyn St. James is available at www.amazon.com or www.lynstjames.com. ■



BRYAN R. SPERBER

PHOENIX INTERNATIONAL RACEWAY PRESIDENT IS NAMED NUMBER 7 SPORTS POWER BROKER IN PHOENIX

MVP MAGAZINE RECOGNIZES TOP "MOVERS AND SHAKERS"

Phoenix International Raceway President Bryan R. Sperber has been named the No. 7 power broker by *MVP Magazine* in the second annual list of Top 30 Power Brokers in the Valley's sports market. Sperber ranks just ahead of Rick Welts, president and CEO of the Phoenix Suns; Ken Kendrick, managing partner of the Arizona Diamondbacks; and Jerry Colangelo, chairman of the Phoenix Suns and chairman of USA Basketball.

Sperber has been recognized for a number of accomplishments since his 2002 arrival in the Valley of the Sun, most notably his command of the track's bid to secure a second NASCAR Sprint Cup Series race. That vision came to fruition in 2005, and Sperber has now announced that Phoenix will maintain two NASCAR Sprint Cup weekends moving forward, in the face of widespread schedule realignment across the sport—making PIR the only NASCAR facility in the West with two race weekends. Based on past studies by Arizona State University's W.P. Carey School of Business, PIR estimates the local economic impact of two Sprint Cup weekends to exceed \$400 million.

Extremely active in the community—both in business and philanthropic sectors—Sperber is an active member of Greater Phoenix Leadership, an organization dedicated to improve the greater Phoenix area and the State of Arizona by bringing together talent, resources, and leadership to create action on priority issues. He is also a member of Phoenix's Young President's Organization, and serves on the Arizona State University Foundation's Board of Trustees. In his philanthropic efforts, Sperber is also the vice president of the K Foundation, Cy Young Award-winning pitcher Brandon Webb's charity.

The annual listing produced by *MVP Magazine* recognizes the Valley of the Sun's most prominent sports business figures and influential professionals who play a key role in shaping the future of sports throughout the community. Other honorees include Michael Bidwill, president of the Arizona Cardinals; John Junker, president and CEO of the Fiesta Bowl; and Derrick Hall, president and CEO of the Arizona Diamondbacks.

The magazine is online at www.mvptoday.com. ■

