



NEWS FOR IMMEDIATE RELEASE

August 30, 2007

Contact: Doreen Capasso-Friedle
Group Account Director
Queue Brand Marketing Group LLC
3 Continental Towers
1701 Golf Road, Suite 3-905, Rolling Meadows, IL 60008
Direct: 847.621.5314 / Fax: 847.364.0270
E-mail: dcapasso@in-queue.com / Web: www.in-queue.com

Newton County Zoning Board gives preliminary approval to the new Prairie Hills Motorsport Club development.

Prairie Hills Motorsport Club is set to usher in the Dawn of the American Motor Club in northwestern Indiana. On August 28th, a dream took the next step in becoming a reality for Michael Krupka and automotive enthusiasts throughout the region. Mr. Krupka is the CEO of the company applying for a Planned Unit Development (PUD) permit from the county's Planning Board. On Tuesday evening, the Newton County Zoning Board approved the request to go forward in continuing to develop the new facility. "Tonight was the beginning of a long-lasting relationship with the community," said Mr. Krupka as he left the meeting. "We have shown our sincerity and concern for being here to tell our story and answer questions some concerned folks had about our new business." In the public meeting held at the Newton County Government Center in Morocco, the creation of new jobs and income, taxes, and benefits important to the citizens of the area were presented. The Prairie Hills presentation also included plans for successfully addressing issues about sound, traffic, drainage, and farming in the rural community. Krupka showed how natural wetlands would be retained and prairie grasses planted as part of their landscaping program. He used examples of the club's own water treatment plant and emergency medical capability to explain how the business would not put any demand on the county's resources. "The Board and good citizens of Newton County have provided some insight and helpful guidance as to what they expect from us. We are now going forward to improve and finalize our plans as a good neighbor and benefactor to the community," Mr. Krupka added.

A new business concept is coming to Lake Village, Indiana. The Prairie Hills Motorsport Club presentation illustrated how the business would provide a unique lifestyle experience for car aficionados. "Prairie Hills Motorsport Club will be like a country club without the golf course," said Jason Sersen, a Prairie Hills Founder. "Instead of tees and greens, the longest road racing track in the Western Hemisphere will wind through the gently rolling hills and modern buildings around the property." Primary members will be upper income professionals who are active in motor sports and who have a great passion for driving or racing cars at a safe and exclusive facility. The complex's 872 acres will have more than garages, a paddock, and multiple track configurations. Plans encompass everything from a contemporary restaurant and lounge to driving gear and performance equipment retailers. Prairie Hills will also cater to members' families, providing high tech gaming entertainment for children and a shopping experience and spa services for spouses and guests. The facility will also offer corporate programs, team building, and banquet and convention services.

Prairie Hills is situated in the automotive heartland. Prairie Hills Motorsport Club will be located off interstate I-65 approximately 2 miles west of Exit 220 between Indianapolis and Chicago. The track is convenient to those automotive enthusiasts in Indiana, Illinois, Wisconsin, Michigan and surrounding areas who desire a higher level of service and style not offered anywhere else in the Midwest. Memberships are now available for those who seek the best motor sports has to offer.