



FOR IMMEDIATE RELEASE

**POLE POSITION RACEWAY (P2R) TO OPEN
STATE-OF-THE-ART INDOOR KARTING FACILITY
IN JERSEY CITY**

*80,000 Square Foot Facility Featuring Two Quarter-Mile Tracks and
Premier Electric Emission-Free Karts Is Company's First East Coast Venture*

November 22, 2010 -- Jersey City, N.J. -- Everyone... "start your engines"... Pole Position Raceway (P2R), a leading chain of indoor karting centers, makes its' East Coast debut in the coming weeks in Jersey City, just minutes from Manhattan.

"Jersey City is one of the most diverse and rapidly developing cities on the East Coast of the United States." said Mayor Jerramiah T. Healy. "We are aggressively marketing Jersey City as a global brand, which is home to international dining, several world class hotels, national landmarks, cultural and leisure activities. With the addition of Pole Position Raceway to our list of attractions, we are fast becoming a premier tourist destination"

The 80,000 square foot facility features two quarter-mile tracks and the latest in high-performance all electric emission-free indoor karts that are capable of reaching speeds of 45 MPH. It will give people an opportunity to experience authentic side-by-side racing action with up to 10 drivers per track. Pole Position Raceway will have adult karts for racers at least 56 inches tall, as well as junior karts for kids who are at least 48 inches tall.

"I think people are going to be really amazed at what we've created," says Eyal Farage owner of Pole Position Raceway, Jersey City. "The experience is authentic, competitive, fun and green. Building a green facility was very important to me," added Farage. "Ever since I was introduced to Pole Position Raceway, I wanted to bring it to the East Coast and there isn't a better market or location. Jersey City has welcomed us with tremendous enthusiasm and appreciation for our interest to be part of the community."

Pole Position Raceway was founded in Los Angeles in 2005 and currently has five other locations: Corona, CA, Las Vegas NV, Murrieta, CA, Oklahoma City, OK, and Summerlin, NV

(Cont.)

P2R Jersey City

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“What’s unique about Pole Position Raceway is the sensation that people get while driving on a real race track,” says Ken Faught, president of P2R Karting, which franchises the tracks. “In most cases, this is the closest thing to real racing that people will ever experience. The karts are made in Europe and accelerate quicker than traditional gas-powered karts. This makes it very challenging and fun to navigate turns on a track with nine other drivers vying for the finish line; the company’s motto is ‘built for racers’ by racers,” added Faught

Kurt Busch, 2004 NASCAR champion; Jeremy McCrath seven-time AMA Supercross champion; and Mike Metzger, X-games freestyle gold medalist are among the many professional car and motorcycle racers involved with the Pole Position Raceway brand.

Pole Position Raceway will be located at 99 Caven Point Road in Jersey City and offers a variety of racing options. It is available to the general public on a walk-in basis and is available to groups for birthday parties, bachelor parties, Bar-Mitzvah’s, corporate events such as team building, product launches and company meetings. It will also be a fun interactive destination for New Jersey and New York tourists.

Pole Position Raceway will include a Tailgate café, video and arcade games, meeting and party rooms, an impressive display of racing memorabilia and more.

For additional information visit polepositonraceway.com or call 201.333.RACE.

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