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PRESS RELEASE

SAN DIEGO GEARS UP FOR THE 11TH ANNUAL CORONADO SPEED FESTIVAL
Over 20,000 Tourists and Locals are Expected to Attend this Salute to the U.S. Military

SAN DIEGO, June 5, 2008 - San Diego is frantically preparing for the rush of racing and automobile fans that are expected to attend this year's 11th annual Coronado Speed Festival, which is part of Fleet Week San Diego. This event is once again expected to bring tremendous exposure to San Diego, plus attract thousands of people and dollars to the region. In fact last year the Coronado Speed Festival attracted over 20,000 spectators, which increased attendance by 15% and this year will prove to be bigger and better than ever before, drawing in car enthusiasts from all over the world. Additionally, according to from Entrepreneur.com Fleet Week organizers estimate the Fleet Week events generate a total economic impact of \$10 million for the region.

The Background

And it's easy to see why – the vintage car race at the base is set against the stunning backdrop of San Diego Bay and will feature car enthusiasts of all ages at one of the most distinctive racecar locations - Naval Air Station North Island, the birthplace of Naval Aviation. In addition to the vintage racecars chosen to compete on the basis of their historical significance and certified authenticity, you will have the opportunity to view the premier race cars from today, including NASCAR, hot rod, Trans AM and many more.

Southern California attracts thousands, if not more, sports fan by nature," said Larry Blumberg, Committee Chair for the Coronado Speed Festival. "Not only do we have great weather, great outdoor activities, but fine dining and upscale entertainment options. They don't call this "America's Finest City" for nothing."

This unique opportunity will allow you to:

- Watch over 200 of the world's most exclusive and pedigreed machines race around the track
- Step back in time to enjoy auto racing's rich history with tours of the racecar pits and interviews with drivers
- Visit the car corral, which exhibits a variety of automobiles that range in age, model and make
- Purchase racing equipment and accessories in the vendor village
- See a multitude of current Navy jets and helicopters, special boats and hovercrafts, as well as vintage aircrafts, with the chance to step aboard these massive and historical machines
- And go for ride-alongs in some of the most revolutionary vehicles!

The Coronado Speed Festival offers something for the whole family to enjoy, so race on down to Naval Air Station, North Island on September 27-28 for the premier racing event of the season.

We invite you to talk to the organizers of the event to discuss the economic impact of Fleet Week San Diego, specifically the Coronado Speed Festival, on the region.



WHO: Fleet Week San Diego & The Coronado Speed Festival Key Personnel

WHAT: The Economic Impact Of Fleet Week On The Region

WHERE: In-studio, in-person or via phone

WHEN: Immediately & Ongoing

Advance purchase general admission tickets are available on the Fleet Week Website (www.fleetweeksandiego.org) - \$25 one day and \$30 for both days. Tickets will also be available at the venue (\$30 for one day and \$40 for both days). Children 12 and under are free with paid adult admission.

The Coronado Speed Festival is produced by San Diego Fleet Week Foundation and hosted by the Naval Base Coronado and the Morale, Welfare and Recreation Program (MWR) which benefits military personnel and their families. They in turn provide positive support for the active duty military community and their families through Quality of Life Programs including single Sailor Recreation Centers, Fitness and Aquatic Facilities and the Base Theatre Free Movies. The Southern California community is given this unbelievable opportunity to thank the men and women defending our freedom in person. Visit www.fleetweeksandiego.org/coronadospeedfestival today.

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