

NASCAR stars return to Williams Grove Speedway for Finale of the Inaugural Ollie's Bargain Outlet 360 Challenge

Proceeds from the August 19th race to benefit the Kasey Kahne Foundation

MOORESVILLE, NC (August 8, 2008) – On Tuesday August 19th the Ollie's Bargain Outlet 360 Challenge will descend upon Williams Grove Speedway in Mechanicsburg, PA for the final leg of the summer 360 sprint car series. The event will be hosted by NASCAR star Kasey Kahne and proceeds from the evening will benefit the Kasey Kahne Foundation. NASCAR drivers Tony Stewart and Dave Blaney will join Kahne on the dirt at Williams Grove.

August 19th will represent a renewal on the dirt at Williams Grove for Ollie's Bargain Outlet and the Kasey Kahne Foundation. The 2007 Ollie's Bargain Outlet Shootout raised over \$75,000 for the Kasey Kahne Foundation. Mark Butler, President and CEO of Ollie's Bargain Outlet, was recently named to the Board of Directors of the Kasey Kahne Foundation. "Ollie's has been and will continue to be committed to giving back to the community and worthwhile charitable causes. We are very much looking forward to improving upon the \$75,000 that was devoted to the Kasey Kahne Foundation from last year's race. We look forward to an exciting finale at Williams Grove and expect the crowd to be treated to a great night of racing."

"Williams Grove Speedway is one of my favorite tracks to race on when I am able to get into a sprint car," Kahne said. "Last year we worked with Ollie's and the track to help raise a significant amount of money for the Kasey Kahne Foundation. The Williams Grove event is something I have been looking forward to since we announced the Ollie's 360 Challenge in the spring. I can't thank Ollie's Bargain Outlet enough for their support of the Kasey Kahne Foundation; I am honored to have Mark on the Kasey Kahne Foundation board of directors. His commitment to the community is in line with the mission of the Kasey Kahne Foundation."

"I look forward to putting on a great show for the fans a week from Tuesday. I expect to run up front and if I am not able to make it to victory lane hope to see Jason Johnson hoist the trophy and win the \$50,000 bonus", Kahne said in reference to the bonus presented to any driver able to win 2 of the 3 races in the Ollie's Bargain Outlet 360 Challenge. Johnson won the most recent event at Eldora Speedway. Donny Schatz won the first leg of the series, but is not scheduled to be at Williams Grove. "I know Tony (Stewart) and Dave (Blaney), and about 50 other drivers would love a chance to be standing in victory lane at the end of the night so I expect Jason to have his work cut out for him".

The Ollie's Bargain Outlet 360 Challenge at Williams Grove will take place on Tuesday, August 19th. Gates open at 5:00. Kasey Kahne, Tony Stewart, and Dave Blaney are all scheduled to participate. Please visit www.williamsgrrove.com or call 717-697-5000 for ticket information.

About The Kasey Kahne Foundation

The Kasey Kahne Foundation (KKF) was formed in 2005 with a primary mission to help and support chronically ill children and their families. KKF is also focused on diversity awareness and providing opportunities for underprivileged children. In doing so, KKF brings racing fans together for a common

purpose to raise funds for distribution to a variety of designated charities, including Ronald McDonald House Charities. In addition, Kasey is a member of the President's Council for service and civic participation, serving under President Bush. Visit www.kaseykahnefoundation.org for more information.

About the Ollie's Bargain Outlet 360 Challenge

The Ollie's 360 Challenge began at Sharon Speedway on June 17. The second race in the three event series took place at Eldora Speedway on July 8 with the event finale scheduled for Williams Gove Speedway on August 19th. Paying \$6,000 to each winner and a minimum of \$500 to each A-main competitor, the Ollie's 360 Challenge series will rank as one of the highest paying 360 sprint car events of 2008. All drivers competing in at least two of the three events are eligible for the \$50,000 bonus, which will be awarded to the driver who can win two of three A-main events.

Donny Schatz stole the show in the first race at Sharon Speedway as he drove away from the competition and pocketed the first place prize money of \$6,000. It appeared that history would repeat itself at Eldora as Schatz took a commanding lead in the A main before a blown engine relegated him to a 20th place finish. Jason Johnson took advantage of Schatz's misfortune and earned the victory in leg two of the Ollie's 360 Challenge thus setting the stage for the finale at Williams Grove on August 19th.

About Ollie's Bargain Outlet

Ollie's Bargain Outlet, founded in 1982, is the largest retailer of closeouts, salvage and surplus merchandise in the Mid-Atlantic region. Famous for its signature catch-phrase "Good Stuff Cheap", Ollie's offers a huge variety of famous brand name merchandise at savings from 30-percent to 70-percent off the regular retail price, and the assortment is always changing. Ollie's Bargain Outlet operates 59 stores in Pennsylvania, Maryland, Delaware, Virginia, Ohio, West Virginia, New York and North Carolina. For more information regarding Ollie's Bargain Outlet please visit www.olliesbargainoutlet.com.

About Motorsports Media Entertainment (MME)

MME produces unique, media focused racing events, such as the highly successful Prelude to the Dream dirt late model all star race in June 2007 and the 22nd Annual Chili Bowl Midget Nationals in January 2008, which appeal to the broad spectrum of motorsports fans and help partnering companies break through the sponsor clutter.

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