



Inaugural *Richard Petty's Driver Search* Sells Out *Twelve Participants Will Bring Diverse Racing Experience*

(Concord, NC.) April 9, 2010 – The first-ever *Richard Petty's Driver Search*, a unique training camp and competition for aspiring race car drivers, has filled its twelfth and final spot.

“We received far more applications than we had available seats” said Mike Bartelli, Chief Marketing Officer of Petty Holdings, the organizers of the program, “and interest came from all over the U.S and multiple countries.”

Announced in February, *Richard Petty's Driver Search* will be comprised of a diverse group of racers currently competing in series ranging from open wheel sprints to late models. They are:

- David Busby, 39 - Laguna Beach, CA,
- Tyler Bruening, 24 – Decorah, IA
- Vern Fagerberg, 16 – Bloomingdale, IL
- Jeremy Fenier, 22 – Fort Morgan, CO
- Grant Galloway, 16 – Lakeville, IN
- Tyler Laing, 16 – Davie, FL
- Mike Mahaney, 20 – Kings Ferry, NY
- Domenic Mariani, 24 – Sydney, Australia
- Dillon Moltz, 19 – Waterford, CT
- Tyler Monroe, 20 – Star, ID
- Jeremy Payne, 24 – Springfield, MO
- Justin Simpson, 22 – Bend, OR

“My guys thought we were onto something with this Driver's Search idea” said Richard Petty. “The response we've seen seems to tell us that we were right.”

The inaugural *Richard Petty's Driver's Search* will take place April 26th – 29th at Charlotte Motor Speedway and Concord Speedway, both in North Carolina and Carolina Motorsports Park in Kershaw, South Carolina. Focusing on the core skill set necessary for success at the highest levels in motorsports, competitors will demonstrate their abilities and learn from experts including Marcos Ambrose, Randy LaJoie and Kyle Petty in the areas of Car Control, Endurance, Track Management, Adaptability, Race Practices, Passing Exercises, Car Knowledge and Feel, Mechanical Knowledge, Speed, Communication and Marketability.

At the end of the four-day training camp, one competitor will be awarded a fully supported opportunity to qualify for, and compete in, the ARCA Racing Series event June 5th at Pocono Raceway the day prior to the NASCAR Sprint Cup Series race.

A second *Richard Petty's Driver Search* is now being planned for later this year.

“Yes, we’re thinking about the next one,” said Rick Fedrizzi, President and Chief Operating Officer of Richard Petty Driving Experience, which will manage and execute the program. “But our primary focus now is on delivering to these racers the most comprehensive training program ever made available.”

For complete information, visit www.pettydriversearch.com

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About Petty Holdings:

Headquartered in Concord, N.C, Petty Holdings, LLC owns and operates Richard Petty Driving Experience, the worldwide leader in NASCAR-style stock car drive and ride entertainment, as well as other Petty and Richard Petty branded and licensed ventures.