



Petty Holdings Announces Official Dates for *Richard Petty's Driver Search II*

“Top Driver” to be awarded fully-funded entry in ARCA Racing Series event at Rockingham Speedway

(Concord, NC.) July 6, 2010 – After a highly successful inaugural event, Petty Holdings announced that *Richard Petty's Driver Search II* will take place September 13-16, 2010 at Charlotte Motor Speedway and Concord Speedway in North Carolina, and the road course at Carolina Motorsports Park in Kershaw, South Carolina.

Named for the NASCAR Hall of Famer and winningest driver in NASCAR Sprint Cup Series history, *Richard Petty's Driver Search* is a unique training camp and competition for aspiring race car drivers looking for an opportunity to advance their careers. The program, which is limited to 12 participants, focuses on the core skill sets necessary for success at the highest levels in motorsports. Over the course of the four days, competitors will demonstrate their abilities and learn from industry experts in the areas of car control, endurance, track management, adaptability, race practices, passing exercises, car knowledge and feel, mechanical knowledge, speed, communication and marketability.

The inaugural *Richard Petty's Driver Search*, which took place in April, saw racers from 11 states and one from Australia demonstrate their abilities in High Performance Karts, USAC midgets, Nationwide-style stock cars and real 850hp Sprint Cup cars. Dillon Moltz, an 18-year old Late Model racer from Waterford, Connecticut was named “Top Driver” and awarded a fully-funded and supported opportunity to race in the “The Weis Markets 125” ARCA Racing Series event next month at Pocono Raceway.

“The first Driver’s Search was really cool,” said Richard Petty. “Those young fellas were really fired up to get the chance to learn from our instructors, drive our equipment and run on

these tracks. Even though only one of them could be named “Top Driver”, I heard nothing but great things from the all of the guys and their families about the program.”

The “Top Driver” is determined, primarily, by the use of state-of-the-art computerized timing and scoring and video and data acquisition technologies, throughout the program. The “Top Driver” of *Richard Petty’s Driver Search II* will be awarded the chance to compete in the “American 200” ARCA Racing Series event on October 9th at historic Rockingham Speedway.

“I think the guys at Petty are really onto something with this *Driver’s Search*”, said NASCAR Sprint Cup driver Marcos Ambrose, who was a guest instructor in the inaugural program. “I don’t believe there’s anything else out there available to young racers quite like this.”

Ambrose, who will return for the second edition, continued; “I was proud to be part of the first one and really look forward to working with our next group. These guys will all leave with the experience and knowledge to be better race car drivers. “

The cost to participate is \$15,000. Complete information and driver applications can be found at <http://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.