



Petty Holdings Announces *Richard Petty's Driver Search* *Training Camp & Competition Will Award Opportunity in ARCA Racing Series*

(Concord, NC.) February 9, 2010 – Unlike virtually any other major American sport, auto racing does not have any typical path to the “big leagues.” Today’s top racers come from diverse racing backgrounds that include dirt track and asphalt, big track and small, road course and oval, open wheel and stock cars.

But despite the many different paths taken, most of these racers have one thing in common; they were lucky enough to have people who could make a difference in their careers recognize their ability, help refine it and provide a real chance to display it on a big stage.

To that end, *Richard Petty's Driver Search* was created to help bring racing talent, training and opportunity together.

Named for the winningest driver in NASCAR Sprint Cup history and designed as a unique training camp and competition for aspiring race car drivers looking for an opportunity to advance their careers, the inaugural *Richard Petty's Driver Search* will take place April 26th – April 29th.

The program will be limited to only 12 participants. 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.

“Guys ask me all the time how they can advance their racing careers,” said Petty, “and the truth of it is, it’s not easy. So many times it comes down to who you know, not what you know how to do. This Driver Search is gonna give a group of racers the chance to show what they can do while, at the same time, making them better at it.”

“We’ve designed the overall itinerary and specific modules with input from guys who know what it takes” said Rick Fedrizzi, President and COO of Richard Petty Driving Experience, which will manage and execute the program. “In addition to Richard’s feedback, we’ve incorporated suggestions from Marcos Ambrose, Kyle Petty and other accomplished racers.”

Richard Petty’s Driver Search will focus on the core skill set necessary for success at the highest levels in motorsports. Over the course of the program, which will take place at Charlotte Motor Speedway, Concord Speedway and Carolina Speedway in Kershaw, SC, competitors will demonstrate their abilities, and learn from 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.

“Nothing like this program currently exists” said Kyle Petty. “Most of the driver competition-type programs that have come along are all about a TV package or have some other angle. But this program is about helping racecar drivers further develop their abilities and giving one of them a legitimate shot to compete in a big race on a national stage.”

The cost to participate is \$15,000. Complete information and driver applications can be found at www.pettydriversearch.com.

“While just one driver will win the ARCA series opportunity, after four intense days of training and competition, every participant will leave with the experience and knowledge to be a better race car driver,” said Fedrizzi.

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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.