

## JOIE CHITWOOD III NAMED PRESIDENT OF DAYTONA INTERNATIONAL SPEEDWAY

**DAYTONA BEACH, Fla. – August 13, 2010 – International Speedway Corporation (NASDAQ Global Select Market: ISCA; OTC Bulletin Board: ISCB) (“ISC”)** today announced it has named **Joie Chitwood III** President of Daytona International Speedway (“DIS”) effective immediately. Current DIS President Robin Braig will leave to pursue other opportunities.

Chitwood, 41, has been Vice President of Business Development for ISC since 2009. In this position, he led strategic development and oversaw business execution across the Company’s 13 motorsports facilities and Americrown Service Corp., ISC’s catering, concessions and merchandising subsidiary. Prior to joining ISC, Chitwood served as President and Chief Operating Officer of Indianapolis Motor Speedway (“IMS”). Before joining the IMS executive staff, Chitwood was Vice President and General Manager of Raceway Associates, LLC, which oversaw construction and operation of the 1.5-mile Chicagoland Speedway in Joliet, Ill., from 1999-2002. Also of note, Chitwood, beginning at the age of five, was an integral part of his family’s motorsports entertainment business, the well-known Chitwood Thrill Show.

“We are very fortunate to have a seasoned executive of Joie’s proven ability to step into this important position as President of Daytona International Speedway,” stated ISC’s Chief Executive Officer Lesa France Kennedy. “Joie is highly respected throughout the industry and brings a lifetime of motorsports entertainment experience to Daytona. We will certainly benefit from his experience and knowledge of the motorsports industry which he has proved in his successful work over the years.

“I would also like to thank Robin for his passion and dedication to the speedway and to promoting motorsports. I wish him much success in his future endeavors.”

International Speedway Corporation is a leading promoter of motorsports activities, currently promoting more than 100 racing events annually as well as numerous other motorsports-related activities. The Company owns and/or operates 13 of the nation’s major motorsports entertainment facilities, including Daytona International Speedway® in Florida (home of the Daytona 500®); Talladega Superspeedway® in Alabama; Michigan International Speedway® located outside Detroit; Richmond International Raceway® in Virginia; Auto Club Speedway of Southern California<sup>SM</sup> near Los Angeles; Kansas Speedway® in Kansas City, Kansas; Phoenix International Raceway® in Arizona; Chicagoland Speedway® and Route 66 Raceway<sup>SM</sup> near Chicago, Illinois; Homestead-Miami Speedway<sup>SM</sup> in Florida; Martinsville Speedway® in Virginia; Darlington Raceway® in South Carolina; and Watkins Glen International® in New York. In addition, ISC promotes major motorsports activities in Montreal, Quebec, through its wholly owned subsidiary, Stock-Car Montreal.

The Company also owns and operates MRN® Radio, the nation’s largest independent sports radio network; the Daytona 500 Experience<sup>SM</sup>, the “Ultimate Motorsports Attraction” in Daytona Beach, Florida, and official attraction of NASCAR®; and Americrown Service Corporation<sup>SM</sup>, a subsidiary that provides catering services, food and beverage concessions, and produces and markets motorsports-related merchandise. In addition, ISC has an indirect 50 percent interest in Motorsports Authentics®, which markets and distributes motorsports-related merchandise licensed by certain competitors in NASCAR racing. For more information, visit the Company’s Web site at [www.internationalspeedwaycorporation.com](http://www.internationalspeedwaycorporation.com).

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