



FOR IMMEDIATE RELEASE

Dan River Grand Prix Indoor Karting Center Coming This Fall To Danville Plaza

DANVILLE, VA (July 23, 2010) – Construction has begun on the Dan River Grand Prix Indoor Karting Center which will be located in the Danville Plaza, site of the former Value City retail center. Dan River Grand Prix is a family oriented kart racing center that will offer arrive-and-drive kart racing for drivers of all ages and skill levels, from the casual thrill seeker to the hard core kart racing enthusiast. With a projected October opening, Dan River Grand Prix expects to become a major entertainment destination for families from all across Southside Virginia.

The idea for the Karting Center began just over a year ago when the Center owners Ken and Stacey Grammer had a meeting with the City of Danville Office of Economic Development Project Manager Anne Moore-Sparks. Moore-Sparks proved to be an invaluable resource for business plan development and local resource information. Moore-Sparks recommended the project for a low interest business development loan through the Danville Industrial Development Authority. The IDA funding provided the bootstrap funding needed during the initial business development phase. Jeff Sherman, City Executive with BB&T and BB&T Business Services Officer Joanne Prinsloo assisted the Grammers in securing a Small Business Administration loan for the business. With the funding in place, work started on reconfiguring the Danville Plaza location in mid June.

Indoor kart racing is one of America's fastest growing motorsports activities. Indoor centers offer a wide range of karting experiences year round, and offer additional entertainment options such as video games. At Dan River Grand Prix, drivers of all experience levels and of all ages will find programs to allow them to express their inner race car driver. The Center's fleet of 20 emissions-free all-electric racing karts have three speed settings and can accommodate drivers from 50 pounds to 450 pounds.

Dan River Grand Prix will feature American-Made Electra Motorsports electric racing karts. The major advantage of using electric powered karts is the elimination of exhaust fumes and odors coupled with the ability to keep the full karting area climate controlled year round. Drivers that are familiar with gasoline-based indoor karting centers will immediately notice the absence of exhaust fumes.

Dan River Grand Prix will also offer video games, party and meeting rooms, league races, batting cages, event catering and a pro equipment and gift shop.

Dan River Grand Prix owners Ken and Stacey Grammer have a combined 34 years of professional motorsports experience that includes working for or with some of the premier professional race teams, race series and road racing tracks in North America. The couple will leverage their motorsports experience to create a track design that will be exciting for beginners, and challenging for veteran racers.

The Center will offer a wide array of both standard and special pricing options, including annual memberships, multi-ride discounts, all day racing passes, mid-week discounts and seasonal specials. Another featured offering will be a large meeting room suitable for hosting group events ranging from small birthday parties to mid-size company outings. Larger groups can be accommodated through hourly and evening private track rentals.

"We've been involved in virtually every aspect of professional sports car racing and from our experiences we've learned that above all else, people love competition. Whether they are racing solely to better their personal best lap time, or racing their buddies for bragging rights, everyone wants to win," said track co-owner, Ken Grammer. "We are designing Dan River Grand Prix to offer a fun, safe place where everyone can feel the excitement of racing to the checkered flag."

Dan River Grand Prix is developing a wide variety of business-to-business marketing opportunities, such as company memberships that include discounts for employees, traditional wall space advertising, floor space for product marketing and official "Product of Dan River Grand Prix" programs.

The owners also have space available for anyone interested in developing a motorsports themed restaurant.

Additional information and construction progress can be found at the official Dan River Grand Prix web site www.DanRiverGrandPrix.com or through the official Facebook Page at www.FaceBook.com/DanRiverGP.

-30-

About Dan River Grand Prix

Located at 2855 Riverside Drive in Danville, Virginia, Dan River Grand Prix offers over 75,000 square feet of kart racing, video games, party rooms, corporate meeting rooms, batting cages and special event catering. For more information, visit www.DanRiverGrandPrix.com.

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Attached Image: New Sign Being Installed at Dan River Grand Prix

Credit: © Dan River Grand Prix