



TRACKWIDE THUNDER SET TO DEBUT ON TIME WARNER CABLE SPORTS

(Geneva, NY) Producer/Director Matt Thomas is pleased to announce that racing from throughout the Northeast and Canada will debut across New York State and distributed to Time Warner Cable Sports for the 2010. The tape delayed show called "**Trackwide Thunder**," and is set to make its television premier on Thursday, April 29th.

The production of **Trackwide Thunder** will be handled by Matt and Mel Thomas from Geneva, NY. Bringing over forty five years of combined experience in capturing racing action for television, Matt and Mel lead a very talented and dedicated production crew to capture all of the action from the tracks. The latest technology for multiple camera angles will be available for viewers to watch, which include speed shots and in-car cameras to capture the speed and excitement from a variety of motorsports venues across the Northeast.

The inaugural show will highlight the return to asphalt opener for the Modifieds from Albany Saratoga Speedway in Malta, N.Y. Chelsea Miller, a former Ms. Motorsports, will serve as hostess on a regular basis while veteran track announcers, Doug Elkins, Roy Sova, Joe Marotta, Mike Mallett, Shane Andrews and Mel Thomas will call the action from a variety of different tracks. **Trackwide Thunder** will present coverage from at least a dozen paved and dirt tracks throughout the Northeast. A variety of race divisions will be covered including Supermodifieds and winged ISMA Supers, RoC asphalt and dirt Modified Series, Super Dirtcar Series events, Sprint cars from ESS, URC and ASCS and many other big events. All regular shows will be 60 minutes, while bigger events will be 90 minutes in length.

The proposed schedule and complete program and advertising information will be introduced at the Gater Motorsports Expo at the New York State Fairgrounds in Syracuse on March 13 & 14. The idea to showcase the racing action on television developed from the input of race fans, teams and the production crew members. We are also race fans at heart, producing videos for race fans while providing marketing opportunities for race teams, tracks and sanctioning bodies. The currently planned schedule accounts for at least 15 shows which will highlight the major events from the 2010 racing season with the possibility of many more depending on the availability of sponsorship.

Producer/Director Matt Thomas stated, "We are very pleased to be working with Time Warner Cable Sports to help show just how healthy and exciting short track racing is across the Northeast, and this is a great opportunity for everyone involved. The exposure that television brings to any sport is astronomical, especially when showcasing this brand of racing to the millions of potential fans out there. While producing these shows will provide some exciting new challenges, we look forward to utilizing all of our past experience to soon make **Trackwide Thunder** a household name."

Complete sponsorship information and proposed program schedule will be available at the Motorsport Expo or by email: matt@trackwidethunder.com.