



Atlanta Motorsport Park and Track Chic, Inc. Team Up to Celebrate the Women behind the Wheels

Atlanta Motorsports Park partners with Track Chic, Inc. to share an online journal of the development of America's premier motorsport facility with Track Chic's audience of female motorsport fans.

Atlanta, GA June 2, 2009 Track Chic [www.trackchic.com] is the only online/offline social club, shopping, charity and racing news source targeted exclusively to the 240+ million female motorsport fans worldwide.

In a sport traditionally marketed to men, Track Chic stands alone and brings together and gives voice to the millions of female fans and celebrates the many women involved both behind the wheels and behind the scenes in the industry today.

"There is an impressive group of women on the AMP Team working hard to push this project forward. It is terrific to have this opportunity to showcase these **"Women behind the Wheels"** and share their many challenges and triumphs of "birthing" this world class motorsport facility" adds Theresa Earnheart, President.

"Their executive responsibilities are diverse and include sales, operations and marketing. The online journal will go live within the next few weeks and bring an intimate, female perspective on all aspects of AMP's development from its inception stages, through the recent zoning approvals, land development, driving course design, AMP's sustainable design "Green" initiatives, marketing, event management, etc. Women who follow along will feel part of the AMP Family as we build momentum for the Grand Opening."

"It's a privilege to be a part of this inspiring project and share AMP's story with Track Chic's audience on www.trackchic.com as we bring their vision to life."

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About Track Chic

Track Chic® is where the passion of motorsports meets the frivolity of Ya Ya Sisterhood.

Track Chic is the only company targeted exclusively to the 240 million enthusiastic female motorsports fans worldwide who share their passion for: **Speed, Style and Sisterhood.**

Track Chic is shifting gears. In a sport traditionally marketed to men, Track Chic successfully fills a void and brings together and gives voice to the millions of neglected female fans. Track Chic is the first to unite brand loyal female motorsports enthusiasts and the decision making female audience.

Track Chic's mission is to celebrate the female fans and bring focus to the many women involved both behind the wheels and behind the scenes in the motorsport industry today.

Track Chic offers women their own racing news source: From NASCAR, F1, IndyCar, Grand Am and ALMS to AMA Pro. Track Chic also produces original content 'Women behind the Wheels' interviews, event videos at Track Chic TV and hosts the F1 Minute audio cast of Formula 1 race news.

Track Chic's revenue is generated by its unique business model that includes membership dues, home business opportunities, retail merchandising, trackside co-marketing retailtainment, advertising, corporate partnerships, conventions, special events and more.

Track Chic's Boutique has a unique collection of both Sassy and Classy fashions, jewelry and accessories, for savvy race fans wanting more than typical T-shirts. Track Chic fashions are perfect for wearing to the track on Saturday, church on Sunday and the office on Monday.

Track Chic has partnered with award winning actress and former SCCA competitor and team owner, Marsha Mason, to provide a line of pure, healthy, petroleum free skin care products in Track Chic's Body Shop.

The Power of Women and Money. Track Chic's Sisterhood is a powerful force and over 100,000 merchants in the U.S., Canada and Puerto Rico are taking notice. Track Chic members enjoy **HOT PASS ACCESS** with special 50% off and Buy-One-Get-One-Free discounts in favorite categories including Dining, Shopping, Attractions, Travel, Movie Tickets in over 135,000 venues. In addition to **HOT PASS ACCESS** savings, Track Chic Crew Members, receive a 10% discount on all purchases in Track Chic's Boutique.

Crew Chiefs, (Chapter Presidents), wanting to accelerate their profits can host **GIRLS GARAGE PARTIES**, a fun, new home business opportunity perfect for stay-at-home moms, weekend track warriors and women looking for a fun and rewarding part-time business opportunity. Crew Chiefs, in addition to their 10% discount, also earn 10% "Fun Money" commission on all online purchases made by their Crew Members. If preferred, Track Chic will donate the Crew Chief's commission directly to the charity of her choice on the Crew Chief's behalf.

Track Chic's male hosts the **Lug Nuts** are a fun, lighthearted response to all the barely clad female hostesses and swimsuit competitions men have enjoyed trackside for years. Track Chic separates itself from the usual male oriented race websites and offers female race fans a place of their very own. The **Lug Nuts** concept and online **Lug Nuts** photo contest introduces the FUN female race fans have been waiting for.

Track Chic actively supports charities important to women, including children, education, women's health issues and support for our military families struggling with the emotional and physical wounds of war.

For additional information on the news that is the subject of this release, contact Theresa Earnheart or visit www.TrackChic.com/inquiries/press

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