

POLIZEI RACING

144



2009 - 2010

Sponsor Brief

CONTACT

Lizabeth Moses

917.207.0990

lizabeth@teampolizeihq.com

Henri Richard

408.307.6906

henri@teampolizeihq.com

Alexander Roy

646.645.5117

alex@teampolizeihq.com

video & photo galleries online at
press.polizei144.com



**Don't you think you deserve more than
press releases, car stickers, and lunch?**

Don't you think fans want more than a seat?



ROI Matters.

Team Polizei redefined ROI in our first race.

The Wall Street Journal. NBC. Speed. Wired. Autoblog.

Our exposure exceeded that of all our competitors. Combined.

Exposure = Revenue.

Maximizing ROI = Victory.

WHY POLIZEI RACING?



Team Polizei alone delivers both.

Team Polizei doesn't equate trophies with success. We don't pray for podiums and screen time. We believe in maximizing ROI through aggressive branding, list building, viral content, social networking and **national press coverage**.

Team Polizei's success in TV, publishing, merchandising, film and online media is proven.

Team Polizei 144 Racing was the next step.

Take it with us.

Join The Team.



Team Polizei—best known for a history of rally victories culminating in the 2006 shattering of the Cannonball Run Record—is a rebel brand whose fan base has grown far beyond cult followings in the underground motorsports and tuning worlds.

WHO IS TEAM POLIZEI?



How? Because Founder Alex Roy, a relentless entrepreneur in the travel & technology sectors, believes in the inversion and improvement of traditional business models. Team Polizei has thus evolved into a branding, marketing & technology consultancy with a unique understanding of viral marketing and expert utilization of social networking platforms - with a track record demonstrated by a merchandise line and bestselling book through which the Polizei brand has transcended traditional motorsports.

Through Polizei 144 Racing, our brand power & marketing expertise is now available to sponsors seeking ROI superior to that of traditional packages.



Team Polizei is redefining racing for sponsors and fans, by increasing the value of every dollar, and by offering more content, exposure, products...more reasons to come back for more.

WHAT MAKES US DIFFERENT



How? Because Team Polizei brings the fun back to racing by treating our fans as part of the team. This fuels the organic growth of content and community, and has defined our fans' loyalty and support since 2003.



Fans at home see the race just as we do - via HD & streaming video* and a near real-time waterfall of professional stills and blog updates.



At every race Team Polizei welcomes fans to our Mobile HQ to meet the team, watch or join in on our live webcast race commentary, and race head-to-head against Alex Roy via Xbox 360 race simulators, all displayed on dual flat screen monitors and webcast to our fans offsite.



ROI goes up when fans promote the brand. With every sale via our patented online Jacket Konfigurator, we raise the bar of motorsports marketing and sponsor ROI. How? Every Polizei jacket is custom personalized, unique...and emblazoned with the most widely recognized team iconography outside of F1 & NASCAR, and our sponsors'. With a fan base transcending motorsports, our sponsors gain exposure far beyond traditional expectations.

Which is why we make friends everywhere we go, and why so many other Grand Am teams come to our pre- and post-race events & parties, and why Polizei 144 stickers are so frequently spotted on competing teams' helmets and cars.



TEAM POLIZEI

MOBILE HEADQUARTERS



Meet the team: At each race, we invite fans to our Mobile HQ to meet our Team, experience our tech operations behind the scenes, and select Team Polizei merchandise.

Join our Live Race Webshow: We provide a live video webcast Race Show with humorous commentary and play-by-play analysis from Alex Roy and our drivers. Fans participate in a ‘peanut gallery’ style of viewing.

Challenge Alex Roy: Fans get a chance to challenge Alex Roy and our Team Polizei drivers on the latest driving simulators and receive racing tips from Rene Villeneuve.

Participate from anywhere in the world: *“it was a very exciting time watching you live online from 6000 miles away.”*
- Fan comment via teampolizeihq.com



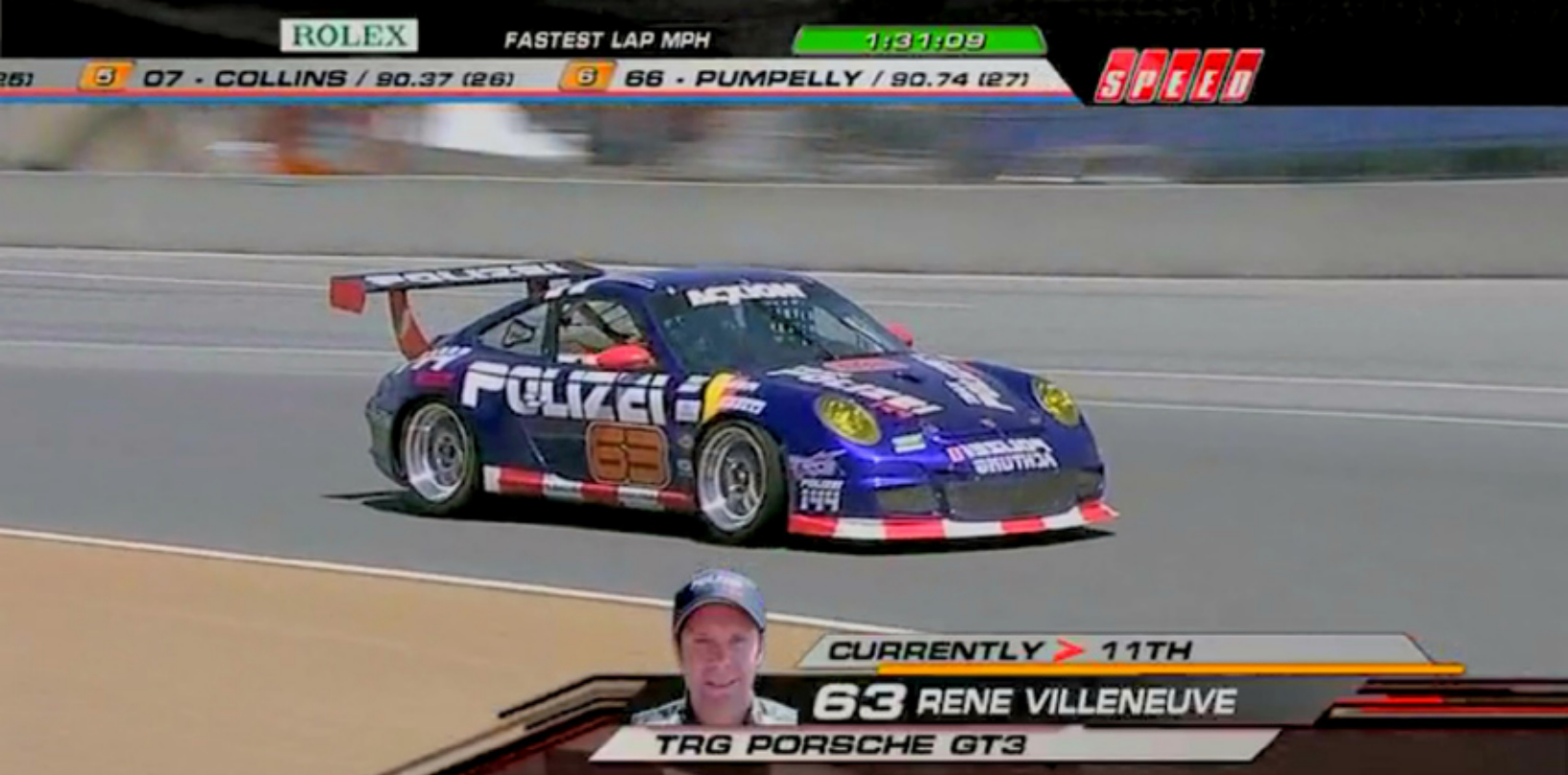
TEAM POLIZEI JACKET KONFIGURATOR

Your brand. Our Konfigurator.

Fans customize: Allows fans to design their own customized Team Polizei jacket online.

Sponsors, Countries, Skills, Affiliations: Select from exclusive Polizei-themed patches, as well as country, sponsor and our unique upgradable 'skill-set' patches.





THE POLZEI VALUE MATRIX

| Brand Reach | Metrics |
|--|--------------------|
| <i>Total Combined E-Mail List Access</i> | 25 million |
| <i>Targeted E-Mail List Access</i> | 5.2 million |
| <i>Targeted Ad Impressions</i> | 360K/month |
| <i>Lifetime Online Video Impressions</i> | 2.7 million |
| <i>The Driver by Alexander Roy</i> | 60K+ sales |

Team Polzei's presence reaches far and wide. Our allies online include targeted, high-traffic media outlets: Garage 419, Fast Lane Daily, Autoblog, Grooveshark, and FaceCake. These relationships help give us an undeniably strong reach in the web space at relatively low cost but tremendously high value.

We get attention, no matter what. Our unique approach in content delivery and the strength of our fan-base has resulted in high-volume press coverage and rapidly growing brand awareness. Placing 12th at Mazda Raceway Laguna Seca's Verizon Festival of Speed brought us more than a minute of screentime during the live SPEED TV broadcast, on par with the event's winning team.

| Video Outlets | Time on Camera | Value | Viewership |
|---------------------------------------|----------------|------------------|---------------------|
| <i>SPEED TV: Grand-AM Rolex</i> | 1:36 | \$75,000 | 1.2 million* |
| <i>Polzei YouTube Channel / Viral</i> | NA | \$450,000 | 900K/month |

TRADITION: SHATTERED. EXPECTATION: EXCEEDED.

THE POLIZEI MARKETING MATRIX

| Time Frame | Traditional | TEAM POLIZEI | |
|---------------------|--------------------------------|--|---|
| <i>Pre-Race</i> | Press Release | <ul style="list-style-type: none"> • Press Release • Social Networking • Promotional Competitions • Content Creation Distribution • Fan Recruitment | <ul style="list-style-type: none"> • Community Interaction • Reciprocal Partner E-Marketing • Charity Integration • Product/Event Co-branding |
| <i>Race Weekend</i> | Pit Tour VIP Event Party | <ul style="list-style-type: none"> • Content Aggregation/Distribution • Branded Media Booth • Merchandise Sales • Live Viewing of Race Action | <ul style="list-style-type: none"> • Live Webcasts of Booth Activity • Driver-Fan Interaction • Promotional Competitions • Trackside Exposure |
| <i>Post Race</i> | Press Release | <ul style="list-style-type: none"> • Hi-Def Content Distribution • Promotions/Competitions • Post Race Events with Team | <ul style="list-style-type: none"> • Website Recaps of Race Weekend • Fan Interaction through Social Networking |



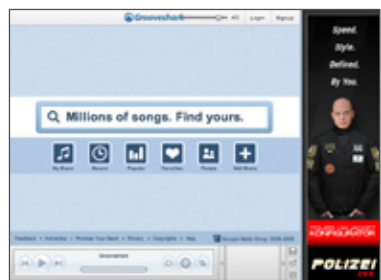
We grow business through strong partnerships.

Team Polizei's sponsors mean more to us than logo space on our car. Our sponsors are our partners. By joining our marketing & technology chains, your brands & products are target-marketed alongside the Team's.

OUR TECHNOLOGY PARTNERS



FaceCake has a patented opt-in database & user data-mining solution with more than 25 million records, and has developed products for the NBA, Warner Brothers, NHL, and Mattel to name a few. More recently, they have partnered with us to develop our Team Polizei Jacket Konfigurator. Facecake's platform not only streamlines flow-through from online product marketing to e-commerce, it tracks, analyzes and stores user preferences for follow-on marketing and list collation & growth. This helps us by driving both our sales and list growth. The FC/Polizei partnership is but the beginning of maximizing ROI, for the addition of each sponsor's brand to our Konfigurator multiplies all parties' exposure among fans: the highest ROI marketing assets one can deploy.



Grooveshark is not just an online search music engine, streaming service & community application with 300,000+ users—growing at 2% a day—it is the only online music community startup that has successfully targeted and organically grown a user base overlapping with the motorsports demographic.

The Grooveshark/Polizei partnership delivers at virtually no cost. Leveraging traffic between our fan base and GS obviates the wastage underlying traditional in-sector motorsports marketing; but exploiting the overlap between the 18-35 M/W fans of motorsports and music is the essence of ROI maximization.



Everytrail is the official map content layer in Google Earth, and their 75,000+ users represent the largest community of content creators in the mobile application sector.

They call it mobile storytelling. In maps. But's ET is far more. Everytrail allows mobile phone users to record location and voice notes, track movement, automatically geotag, take stills (and soon video) and – most importantly – integrate it all, in real-time, to be uploaded and displayed graphically in a blog format.

What once took hours ET does in seconds. ET's placement in GE's featured layer—alongside National Geographic, and New York Times data layers—means the better the user generated content, and thus, the more likely one of Earth's 6M+ users will see it. The Google-ET-Polizei-sponsor chain defines ROI maximization.

We're taking the next step.

We've already won 8 trophies across 30,000 miles, written a book, filmed a movie, broken a world record, and we obviously have the coolest team jackets.

Now join us as we change the face of professional motorsports.

SPONSORSHIP OPPORTUNITIES

Help us bring the fun back to motorsports. We deploy a forward-thinking technology platform in motorsports content delivery that is changing the demographic of racing. Our ability to distribute professional video segments and photo coverage of events on a massive scale in near real-time is raising the bar on how teams interact with their audience.

Align your brand with the team that everyone wants to be a part of. As a sponsor, we actively promote your brand both on- and off-track to maximize the potency of your investment. Whether it be a logo on one of our fleet's Interceptors, your patch on our team jacket, a feature in an online video segment or a blog post...we never stop promoting your brand.

Get the real Polizei Racing experience. Team Polizei implements the most unique program and dynamic environment in racing; involve everyone - your employees, your customers, shareholders, even your executive team. You and your VIP's can enjoy a unique experience of real hands-on behind-the-scenes immersion.

We can serve it just how you like it. We've been successful because we are so good at integrating unconventional ideas with creative execution. As such, we are proud to offer total flexibility in customizing a sponsor package based on your brand or company's needs.

- Target your marketing objectives with the help of our technology and media partners
- Maximize brand penetration with multi-level brand recognition and promotion
- Total flexibility to customize your sponsorship package based on your brand or company's needs
- Activation on and off the race track
- Partner with a diverse team who defy tradition to achieve results by bringing the fun back to motorsports.

Contact us to discuss how we can work together:

Lizabeth Moses

917.207.0990

lizabeth@teampolizeihq.com

Henri Richard

408.307.6906

henri@teampolizeihq.com

Alexander Roy

646.645.5117

alex@teampolizeihq.com

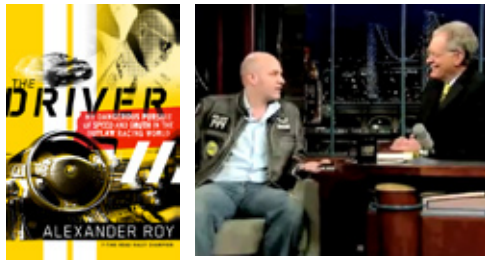


February 2003: Alex Roy Founds Team Polizei and enters his first Gumball 3000, where he wins the Gumball Spirit Trophy for style.

June 2005: Vanity Fair interviews Alex Roy about driving in the 2003 and 2004 Gumball Rallies in his BMW M5 with decals replicating a German police car; it is known as the Polizei 144 Interceptor.



October 2007: Forbes, Wired Magazine, The New York Times, and NPR feature Alex Roy's endeavor and success in breaking the 25-year old US transcontinental driving record, in a "staggering" 31 hours 4 minutes. Harper Collins publishes Alex Roy's autobiography 'The Driver.' US/UK Book tour begins."



January 2008: Alex Roy begins his intercontinental tour to promote his book, The Driver, where he explains his extensive planning methods and technology used in his driving career. Roy appears on the Late Show with David Letterman.

TEAM POLIZEI HISTORY



February 2008 - March 2009: Polizei 144 launches its mapping consulting unit Geotegic, utilizing proprietary geotagging and mapping software. Geotegic is hired by Piaggio to map their cross country "No Age Limit" Lincoln Highway Ride. Roy is invited to address MIT, SUNY, Google, BMW & The FBI Academy at Quantico."



May 2009: Team Polizei 144 Racing partners with TRG (The Racer's Group) and successfully fields a Porsche GT3 Cup car at the Mazda Raceway Laguna Seca race in the Rolex Grand-Am Series.



Wall Street Journal 4/28/09

Street-Racing Team Abandons Fuzzbuster: “Is cross-country street racing going legit? Team Polizei, which has won the completely illegal New York to Los Angeles Gumball Rally and holds the unofficial cross-country speed record (just over 31 hours), has signed on with Grand-Am Series team TRG, aka The Racer’s Group, to drive a 2008 Porsche GT3 in the Grand-Am event at Mazda Raceway Laguna Seca near Monterey, Calif., next month. Henri Richard and René Villeneuve will take the wheel for Polizei, which is the German word for police.” (Printed on page D8) <http://online.wsj.com/article/SB124088297373162117.html>



Wired Magazine Autopia 5/22/09

Speed Demon Brings Social Media To The Track: “Roy and his teammates, Henri Richard and René Villeneuve, are campaigning a pavement-peeling Porsche GT3. But slugging it out with the likes of Paul Gentilozzi and Klaus Graf isn’t the only thing Team Polizei is up to. Turns out it is launching a new way of marketing motorsports through online experiences.” <http://www.wired.com/autopia/2009/05/team-polizei/>

PRESS

View our video & photo galleries online at press.polizei144.com



Speed TV 5/17/09

Live Broadcast on Speed TV of the Verizon Festival of Speed:

“...Team Polizei 144 - a very famous brand...”
 “...a lot of people here in the Team Polizei 144 gear this weekend...”
 “...Alex Roy, the man who created Team Polizei 144 is here...with his throng of supporters; friends and fans...”



Grand-Am Rolex Sports Car Series News 4/27/09

Team Polizei 144 Racing Ready to Make Sports Car Debut at Laguna Seca:

“The renowned underground Team Polizei will make its professional racing debut in the Grand-Am Rolex Series Verizon Festival of Speed to be run May 17 at Mazda Raceway Laguna Seca in Monterey, Calif. Henri Richard and Rene Villeneuve will pilot the No. 63 Team Polizei 144/TRG Porsche GT3.” <http://www.grand-am.com/news/index.cfm?cid=21715>



Autoblog.com 4/16/09

Alex Roy Retires From Rallying, Campaigning Team in Grand Am Rolex Series:

“Naturally, Team Polizei plans to be competitive, but Alex admits that they’re in it to do more than win – the team wants to revolutionize the way motorsports coverage is delivered. Plan on reports from the pits at Laguna Seca for the team’s first outing, followed by more from Watkins Glen on June 6.” <http://www.autoblog.com/2009/04/16/alex-roy-retires-from-rallying-campaigning-team-in-grand-am-rol/>



CHAIRMAN / MASTER PILOT
HENRI RICHARD

Born in France, Henri has been racing since an early age in motocross and enduro French championship events in 125 and 250 cc categories. Like so many, he then went on to karting and road racing events in Europe with a Porsche 911S. He moved to California in 1998 and rekindled himself with kart racing in 2002 with the **NorCal Rotax Max** series. He then started participating in **SCCA**, **PCA** and **Grand Am** events and currently is engaged in his second season in the **Ferrari F430 Challenge** as well as participating in multiple events with his Porsche GT3 Cup car.

In 2007 Henri founded **Silicon Tech Racing**, offering high-tech corporations an opportunity to leverage exciting road racing events using a dedicated sports marketing platform. Henri has rapidly demonstrated his capabilities as a gentleman driver with multiple podium finish, fast lap records and speed consistency in endurance events. His objective is to drive in a single year in the three most prestigious endurance races in the world, namely the 24 hours of Daytona, the 12 hours of Sebring and the 24 hours of Le Mans.



TEAM KAPITAN
RENE VILLENEUVE

Born in the United States to a family with strong roots in Canada, René grew up in the USA, Canada and France. René started racing in 1987 when he attended the **Spenard-David Racing School** in Canada. After competing in **FF2000**, René came back to the US to race in the **Skip Barber Pro Series**. After that, a half season in the “junior” formula class led to a Japanese Formula 3 test and subsequent races.

Upon returning to the U.S. an opportunity lead René to endurance racing in the Speedvision Cup. In 1999, René competed for the first time in the prestigious **24 Hours of Daytona**. René also competed in various events in the **Speed World Challenge Series**. René has been an instructor at the **Skip Barber Racing School**, based at Laguna Seca Raceway, as well as a personal driving coach.



FOUNDER
ALEXANDER ROY

Team Founder Alex Roy is a travel executive, rally driver and author. Since 1997 he has been President of **Europe By Car**, the largest independent European Car Rental broker in the US. In 2002 he founded Team Polizei, and is for now the only 7-time trophy winner in Xtreme Rallysport. In 2006 he cast off the infamous Polizei livery to break the 25-year old Cannonball Run record, covering the 2811 miles between NYC and LA in 31 hours, 4 minutes. In 2007 Harper Collins published his bestselling autobiography “The Driver”, which led to appearances on **David Letterman**, a speaking tour which included **BMW**, **Google** and the **FBI Academy at Quantico**, and the 2008 launch of the geospatial consulting group Geotegic.

Roy has been featured in the **New York Times**, **Wall Street Journal**, **Forbes**, **Wired** and **Vanity Fair**, writes for **Gizmodo** and **Jalopnik**, and is Chairman of **The Moth**, a literary non-profit in NYC. He is also Executive Producer of “32 Hours, 7 Minutes”, and Associate Producer of the “Great Chicken Wing Hunt”, which is about exactly what everyone thinks it is.



Company Profile

TRG was founded in 1993 and has been competing at the top level of motor racing ever since. The team has the most wins of any team in the Grand-Am Rolex Series with 26, including the 2005 and 2006 Rolex Series GT championship trophy to go along with wins at the Rolex 24 at Daytona and the 24 Hours of Le Mans.

TRG & ROLEX GRAND-AM SPORTS CAR SERIES



Series Profile

Owned by The International Speedway Corporation and the France family – Grand Am is the fastest growing series in motorsports worldwide. Racing in locations as diverse as Miami, New England, the San Francisco Bay Area, Orlando, Salt Lake City, upstate New York, Phoenix and the Carolinas, both the Rolex and KONI Sports Car Challenge race in close proximity to some of the biggest and most important commercial markets in North America.

Grand-Am Rolex 2009 Schedule:

| | |
|-------------------|---|
| AUGUST 6 - 7 | CROWN ROYAL 200 AT THE GLEN WATKINS GLEN INTERNATIONAL - SHORT COURSE WATKINS GLEN, NY |
| AUGUST 28 - 29 | CIRCUIT GILLES VILLENEUVE CIRCUIT GILLES VILLENEUVE MONTRÉAL, QUÉBEC |
| SEPTEMBER 18 - 19 | MILLER MOTORSPORTS PARK MILLER MOTORSPORTS PARK TOOELE, UT |
| OCTOBER 8 - 10 | HOMESTEAD-MIAMI SPEEDWAY HOMESTEAD MIAMI SPEEDWAY HOMESTEAD, FL |