



RICH TRADITION OF HISTORIC RACING CONTINUE

Mazda Raceway Laguna Seca Announces New Name for Marquee Event

MONTEREY, Calif., January 20, 2010 - Automobile enthusiasts worldwide have been descending on the Monterey, California peninsula each August for three decades. They come to enjoy the world's finest pre- and post-war race cars competing as they were originally intended on the challenging road course. This rich tradition continues August 12-15 with a fresh new look and name - the Rolex Monterey Motorsports Reunion - at Mazda Raceway Laguna Seca.

The Rolex Monterey Motorsports Reunion is the confluence of historic race cars, legendary drivers and motoring enthusiasts. "It's a new dawn for the event and we are embracing it by honoring the authenticity of the race cars and integrating social and lifestyle elements that present guests with new discoveries to keep it exciting and innovative," said Barry Toepke, vice president of Mazda Raceway Laguna Seca. "Our new name and branding captures the spirit that has made this event one of the most respected gatherings of its kind worldwide."

"The Rolex connection to motorsports is significant and we are pleased to formalize a new relationship with Mazda Raceway Laguna Seca and to become the inaugural sponsor of the Rolex Monterey Motorsports Reunion. As always, we are proud to maintain a strong presence on the Monterey Peninsula," commented Peter Nicholson, vice president of Rolex Watch USA, Inc.

Formerly known as the Monterey Historic Automobile Races(r), the event is now produced exclusively by SCRAMP (Sports Car Racing Association of the Monterey Peninsula), a not-for-profit 501(C)4 corporation established in 1957. A professional staff is supported by thousands of community volunteers and a volunteer board of directors who are the backbone of every event.

"Each one of our 27 SCRAMP board members will spend hundreds of hours on this event, just as the board has done for all the historic racing held in Monterey," explained Gill Campbell, CEO/general manager for Mazda Raceway Laguna Seca. "Our directors and volunteers are amazing and are completely immersed in every aspect of the event to ensure its success." In return, SCRAMP donates its net proceeds to the volunteer groups that help put on the races.

The Rolex Monterey Motorsports Reunion will continue the annual

tradition of honoring one marque each year that is chosen for its historical significance and achievements. Mazda Raceway Laguna Seca will announce the featured marque and new logo in the coming weeks.

Approximately 400 cars will be accepted based on their racing pedigree for the 14 race groups. This year's featured races are Formula 1, which celebrates its 60th anniversary this year; Trans-Am; and for the first time ever, stock cars (with drum brakes) that competed between 1966 and 1975. Additionally, the Bugatti Club of America will celebrate its 50th anniversary with an exclusive Bugatti Grand Prix, with cars entered from as far away as Australia, France, Germany and Switzerland.

For ticket and additional information please visit www.Mazdaraceway.com or call 800-327-7322.

A leader in the Swiss watchmaking industry, Rolex owes this reputation to the pioneering spirit and perpetual quest for perfection and innovation that have distinguished the brand since its creation over a century ago. In 1926 Rolex invented the Oyster, the first waterproof wristwatch and, in 1931, it created the first self-winding mechanism with a Perpetual rotor. Renowned for its privileged association with the worlds of sport, exploration, and culture, Rolex has had a long-time and deep involvement with both contemporary and historic motorsport - at the Rolex 24 at Daytona, the Grand-Am Rolex Sports Car Series, the LeMans 24 Hour Race, the European LeMans Series, the Goodwood Revival, the long-running historic races in Monterey and the Pebble Beach Concours d'Elegance. This distinguished timepiece is treasured by individuals in every endeavour. Sports enthusiasts value its ruggedness, explorers depend on its reliability, and some simply value its elegance. Rolex has become a symbol of life's crowning achievements.

Mazda Raceway Laguna Seca's world-class 2010 racing schedule includes the American Le Mans Series Monterey presented by Patron May 21-23, the Red Bull U.S. Grand Prix featuring MotoGP World Championship July 23-25, the Pre-Reunion August 7-8 and the Rolex Monterey Motorsports Reunion August 12-15.

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