

LUCAS OIL / ICEBREAKER

For Immediate Release
March 18, 2008

Lucas Oil Late Model Dirt Series Resumes \$2.9 Million Dollar Season on Saturday March 29 at Brownstown Speedway; 11th Annual Indiana Icebreaker Info

CORONA, CA (March 18, 2008) - The Lucas Oil Late Model Dirt Series will visit the Brownstown Speedway in Brownstown, IN on Saturday Night, March 29th for the Han**** Core sponsored 11th Annual "Indiana Icebreaker". The rain date for the event will be Sunday, March 30th.

The stars of the nation's premier traveling dirt late model tour plus a host of standout regional and local drivers will begin the post-Florida part of the season which kicked off at East Bay Raceway Park in Tampa, FL with Billy Moyer of Batesville, AR emerging from the week-long competition with the points lead after winning three times in his Victory Circle Chassis. Moyer also captured the '08 DART Winternationals Points Fund title which was worth \$7,500. Moyer is also the defending race winner of the Indiana Icebreaker which again this year pays \$10,000 to the winner.

"We are looking forward to having the Lucas Oil Late Model Dirt Series back at Brownstown Speedway," said promoter Tim Keithley who is entering his third year in charge of the quarter-mile oval which has been in operation since 1952. "The Lucas Oil Series has helped put Brownstown back on the map not only with the quality of drivers they have but the professionalism they offer the dirt racing industry," said the man who started working at Brownstown several years ago driving a wrecker after watching his dad race there for several years. "We added some new dirt last year, but it didn't work out like we wanted to so we took it off after the Jackson 100 and the racing surface stayed smooth and most importantly was racy all night during our final shows of 2007," commented Keithley who feels strongly that not only this year's regular racing programs, but his special events will greatly improve with a better racing surface. One thing for certain the timely shows that Lucas Oil and Brownstown have put on in the last couple of years will remain a top priority.

There have been improvements made to the Jackson County Fairgrounds facility this past off-season with new fencing and safety cables in place with more gravel added around the grandstand area. Also the fair board is working to make improvements to the open bleachers sections and the newest addition is adding a family section where alcohol is prohibited.

"Last year's Indiana Icebreaker at Brownstown was a huge success," said Lucas Oil Late Model Dirt Series Director, Ritchie Lewis. "A standing-room-only crowd packed the grandstands and pits to see what was arguably the most talented field assembled in several years at Brownstown, said Lewis. "Brownstown Speedway is one of the most well known tracks in dirt track racing and we are excited to be going there on March 29th and for the Jackson 100 in September which pays \$20,000 to win this year."

Brownstown's Indiana Icebreaker featuring the Lucas Oil Late Model Dirt Series will be the next race that 20 drivers will be eligible for the "Winners Circle Program" and the "Jasper Engines Road to Wheatland bonus monies. This is an incentive program that will pay the top ten drivers in the 2008 Championship Points an extra \$600 each with perfect attendance throughout 2008. The "Jasper Engines Road to Wheatland" Program will also pay an additional \$600 to each of the ten highest points drivers from the final 2007 Championship Points standings that follow the Road to Wheatland with perfect attendance but are not in the current top ten in points.

This will be the first of three visits to the Hoosier State of Indiana during the 2008 season for the Lucas Oil Late Model Dirt Series which has its most ambitious schedule to date with 44 race dates confirmed in 17 states.

On March 29th at Brownstown there will be a special autograph session for the Lucas Oil Late Model Dirt Series drivers from 3:40-4:40 PM. Hot laps are scheduled to get underway at 5:30 PM.

Brownstown Speedway is located one mile southeast of Brownstown, Indiana on State Road 250 at the Jackson County Fairgrounds. For more information you can visit the track's website at www.brownstownspeedway.com.

For the latest news and information regarding the Lucas Oil Late Model Dirt Series you can go to www.lucasdirt.com or call the series office at (951) 532-2503.

Previous Indiana Icebreaker Winners

1998 - Tony Izzo Jr.
1999 - Don O'Neal
2000 - Don O'Neal
2001 - Timmy Yeager
2002 - John Gill
2003 - Don O'Neal
2004 - John Gill
2005 - Dan Sturgeon
2006 - Earl Pearson Jr.
2007 - Billy Moyer

Current Lucas Oil Late Model Dirt Series Championship Points Standings

- 1) Billy Moyer (Batesville, AR) - 250
- 2) Terry Casey (New London, WI) - 230
- 3) Steve Francis (Ashland, KY) - 220
- 3) Josh Richards (Shinnston, WV) - 220
- 5) Donnie Moran (Dresden, OH) - 205
- 6) Matt Miller (Waterville, OH) - 200
- 6) Steve Casebolt (Richmond, IN) - 200
- 8.) Mike Marlar (Winfield, TN) - 190
- 9) Earl Pearson, Jr. (Jacksonville, FL) - 185
- 10) Tim McCreadie (Watertown, NY) - 180

Current Quarter Master Rookie of the Year Points Standings

- 1) Terry Casey (New London, WI) - 230
- 2) John Blankenship (Williamson, WV) - 140
- 3) Wayne Chinn (Bradford, OH) - 125
- 4) Tony Knowles (Tyrone, GA) - 75
- 4) Eric Jacobsen (Seacliffe Beach, CA) - 75

2008 Lucas Oil Late Model Dirt Series Sponsors

Arizona Sport Shirts - "The Official Merchandise Vendor" of the Lucas Oil Late Model Dirt Series

Dixie Chopper - "The Official Mower" of the Lucas Oil Late Model Dirt Series

E3 Spark Plugs - "The Official Spark Plug" of the Lucas Oil Late Model Dirt Series

Fatheadz Sunglasses - "The Official Eyewear" of the Lucas Oil Late Model Dirt Series

General Tire - "The Official Tire" of the Lucas Oil Late Model Dirt Series

Hoosier Tire - "The Official Race Tire" of the Lucas Oil Late Model Dirt Series

Jasper Engines - "The Official Engine" of the Lucas Oil Late Model Dirt Series

Jim Beam - Drink Smart - "The Official Beverage" of the Lucas Oil Late Model Dirt Series

K&N Filters - "The Official Filter" of the Lucas Oil Late Model Dirt Series

Lucas Oil Products - "The Official Oil" of the Lucas Oil Late Model Dirt Series

R&L Carrier - "The Official Carrier" of the Lucas Oil Late Model Dirt Series

Sunoco Race Fuels - "The Official Fuel" of the Lucas Oil Late Model Dirt Series

SuperClean - "The Official Degreaser" of the Lucas Oil Late Model Dirt Series

2008 Lucas Oil Late Model Dirt Series Supporters Include: Afco Racing Products, Allstar Performance, American Racer Tire, ARC Engines, ASI Racewear, Banshee Graphics, Bloomquist Race Cars, CJ Rayburn Race Cars, Comp Cams, Cornett Racing Engines, Cruise with the Champions, Dart Machinery, Duralite Racing Wheels, Dyers Top Rods, Erson Cams, GRT Race Cars, Hawk Performance Brake Pads, Hyperco, Integra Shocks, Jay ****ens Racing Engines, Malcuit Racing Engines, Mason Racin', Mullvain Motorsports, Ohlins, On the Edge Graphics, PBM, Penske Shocks, Performance Bodies, Performance Rod & Customs, Pro Power Racing, Quarter Master, Rick Schwallie Photography, Rocket Chassis, Tiger Rearends, Vic Hill Racing Engines, Victory Circle Chassis, WD Enterprises, Wiles Driveshafts, and Wrisco Industries.

James Essex - Lucas Oil Late Model Dirt Series Public Relations Director (jessex@lucasdirt.com)