



# Bright Lights. Big Party. NASCAR at Night!



NASCAR action heats up when the lights come on for the SUBWAY Fresh Fit 500™ Weekend at PIR, April 19-21, 2007. The party kicks off under the lights for Thursday's AlphaTrade.com 150 NASCAR Grand National Division West Series race. Friday night's fiesta is the Bashas' Supermarkets 200 NASCAR Busch Series race. Then, the action reaches its pinnacle when the cars and stars of the NASCAR NEXTEL Cup Series take the track for the SUBWAY Fresh Fit 500™, the first night race of the 2007 NEXTEL Cup Season. Tickets are now on sale for the SUBWAY Fresh Fit 500™ weekend at PIR and can be purchased online at [www.racetickets.com](http://www.racetickets.com) or by calling 1-866-408-7223. For additional information on the SUBWAY Fresh Fit 500™ Weekend, visit [www.phoenixraceway.com](http://www.phoenixraceway.com) or call 623-463-5600.



**AlphaTrade.com to Present NASCAR West Series Race at PIR Thursday, April 19, 2007**

AlphaTrade.com has signed a letter of intent to sponsor the AlphaTrade.com 150 NASCAR Grand National Division West Series race on Thursday, April 19 at Phoenix International Raceway. AlphaTrade.com joins PIR as the final piece to what promises to be a shining weekend under the lights on the one-mile oval. The AlphaTrade.com 150 is scheduled to be the first of three races during the SUBWAY Fresh Fit 500™ event weekend, with the green flag dropping under PIR's bright lights at 8:15 pm on April 19.

"We are thrilled to partner with AlphaTrade.com for the NASCAR West Series race at PIR," said PIR President Bryan R. Sperber. "The AlphaTrade.com 150 will set the stage for an exciting weekend of NASCAR action under the lights."

Founded in 1999 and headquartered in Vancouver, AlphaTrade (AT) is the world's leading independent developer and producer of financial software. "AlphaTrade has

exploded into the sports arenas and has partnered with dynamic companies such as the New York Mets, Tampa Bay Devil Rays, Professional Bull Riders, Kenny Bernstein, and now NASCAR," said Gordon Muir, CTO of AlphaTrade. "AlphaTrade's philosophy is simple—everyone needs to learn how to manage their money, so let's take the mystery out of it and make it fun. Sporting events are the perfect venue for our company"

The NASCAR Grand National Division West Series has featured a number of the best and brightest current stars of the NASCAR NEXTEL Cup Series in its illustrious past. 2007 Daytona 500 winner Kevin Harvick is a former West Series champion as a driver, and 2007 Daytona 500 pole-sitter David Gilliland is a past West Series championship crew chief. The series has experienced a long history at Phoenix International Raceway and it is within PIR's mountainous setting that many stars of the future have begun their climb toward racing stardom.

Tickets for the AlphaTrade.com 150 include an exciting day of on-track action with NASCAR West, Busch and NEXTEL Cup Series practices, West Series qualifying, and NEXTEL Cup Bud Pole Qualifying for the SUBWAY Fresh Fit 500™. Tickets for the AlphaTrade.com 150, which includes all of Thursday's on track action, are available online at [www.racetickets.com](http://www.racetickets.com) or by calling 1-866-408-RACE (7223).



**Super Bowl Champion Bill Romanowski Named Honorary Pace Car Driver for Bashas' Supermarkets 200 Friday, April 20, 2007**

Four-time Super Bowl Champion Bill Romanowski will serve as the Honorary Pace Car Driver for the Bashas' Supermarkets 200 NASCAR Busch Series race on Friday, April 20. Under the lights on Phoenix's one-mile oval, Romanowski will help lead the field of 43 Busch Series cars toward the green flag.

"We are thrilled that Bill will pilot one of the Chevrolet Monte Carlos that will lead the field in the Bashas' Supermarkets 200," said Sperber. "Bill's style on the football field was to run wide open and we believe that will translate well to the racetrack."

The Bashas' Supermarkets 200 is set to take the green flag at 6:30 p.m. and will feature nearly 20 NASCAR NEXTEL Cup Series drivers including Kevin Harvick, Matt Kenseth, Carl Edwards and Juan Pablo Montoya. Under the lights at PIR, Kevin Harvick cruised to Gatorade Victory Lane last April in the Bashas' Supermarkets 200 en route to his second NASCAR Busch Series Championship.

I am honored to have the opportunity to serve as the Honorary Pace Car Driver and I am truly looking forward to the event. What I really enjoy about NASCAR is how important the team concept is. The drivers are only as good as the team that supported them," said Romanowski. "Whether it be winning a NASCAR race or a Super Bowl, the whole team has to be performing at their best to take home a victory."

Away from NASCAR, Romanowski is busy launching his new nutrition company, Nutrition 53, Inc, and his new ask website, AskRomo.com (<http://www.Askromo.com>). Nutrition 53 (<http://www.Nutrition53.com>) is dedicated to providing premium nutritional products that can dramatically enhance one's quality of life and performance.



**Mark Martin to Enter SUBWAY Fresh Fit 500 at PIR Saturday, April 21, 2007**

NASCAR veteran Mark Martin will enter the SUBWAY Fresh Fit 500 NASCAR NEXTEL Cup Series race at Phoenix International Raceway on April 21, Ginn Racing officials announced recently. Martin, entering his 24th season of competition at the NEXTEL Cup level, has made a start in each of 21 Cup events at PIR and is just one of three drivers (with Dale Jarrett and Ken Schrader) to have taken the green flag in every Cup event in PIR's history.

Martin recently ended his 19-year association with Roush Racing, the team for which he had most recently driven the No. 6 AAA Ford. Martin had qualified for the Chase for the NEXTEL Cup in each of its three years, with a high finish of fourth in both 2004 and 2005. After 20 seasons as a full-time driver, the 48-year old native of Batesville, Arkansas is taking a step back in 2007. His part-time role with Ginn Racing will allow a clean balance of time both at the track and at home with his family.

Martin will pilot the No. 01 US Army Chevrolet for 20 points races and two exhibitions in 2007, sharing the ride with rookie Regan Smith. An April win in the desert would return Martin to Victory Lane at PIR for the first time since October 31, 1993.

"Phoenix is a great track and we've had a lot of success there in the past," Martin said. "We've won there before and heck, we

looked like we were going to run away with the thing there in the spring last year and we turned around and had a top 10 there in the fall, so it's a good track to go to for me."

Though Smith is scheduled to take the helm for the No. 01's first two Car of Tomorrow races, at Bristol and Martinsville, Martin will drive the new vehicle at Phoenix, making the SUBWAY Fresh Fit 500 Martin's first COT start. "It will be my first chance to drive a Car of Tomorrow and I'm excited about that as well," he said. "In fact, that was one of the main reasons that we picked that race for the schedule. The Car of Tomorrow is an all-new thing, so it's hard to say how that will play into any particular track, but I know that I'm excited to get there and find out."

**Park 'N Ride Program Returns for SUBWAY Fresh Fit 500™**

Phoenix International Raceway will again encourage race fans in 2007 to bypass race traffic and "Park 'N Ride" to the SUBWAY Fresh Fit 500™ NASCAR NEXTEL Cup Series race on Saturday, April 21. After much success in 2006, the "Park 'N Ride" program returns to Cricket Pavilion, located just two blocks north of I-10 on 83rd Avenue. All NASCAR fans heading to PIR are welcome to park on Pavilion grounds, from where shuttle services will be provided to the track. Parking and shuttle services to PIR will total just \$7 per car. With the green flag dropping on the SUBWAY Fresh Fit 500™ at 5:30 p.m., "Park 'N Ride" services will be available for 12 hours—from noon on Saturday until midnight—giving all fans an easy way both to and from the track, before and after the race. Guests with PIR-issued parking passes can "Park 'N Ride" at no charge. Shuttle buses will escort guests to PIR via preferential traffic routes, offering guests an earlier arrival to the facility. ■



<http://www.phoenixinternationalraceway.com/tickets/>