



INTERNATIONAL SERIES OF CHAMPIONS, INC

Home of the AMSOIL Championship Snocross Series

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ISOC Releases AMSOIL Championship Snocross Series Schedule for 2010-2011

Professional racers will race in new venues in Fargo, Pontiac Silverdome, Elko Speedway

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For Immediate Release

Minneapolis, MN (September 9, 2010) The 2010-2011 AMSOIL Championship Snocross Series will consist of eight national points races, with an exciting combination of multi-day events, and one-day, supercross-style "show" events.

The season kicks off with the iconic AMSOIL Duluth National, November 26-28, at Spirit Mountain in Duluth, MN. Next up is the new Fargo National, at the Newman Outdoor Field in Fargo, ND, on December 10-11. Next in line is the Western National at the Rio Tinto Stadium in Sandy, UT on January 8, 2011. The Eastern Nationals will again be held at Finger Lakes Gaming and Racetrack in Farmington, NY on February 4-5. On February 12, snocross will return to the Silverdome, in Pontiac, MI. On the March 4-6 weekend, the tour will be in Hayward, WI. Then on March 12-13, ACSS action comes to Elko Speedway in Elko, MN. The season Finale is the Nielsen Enterprises Grand Finale at the Grand Geneva Resort and Spa in Lake Geneva, WI, on March 18-20.

"We're really excited about our schedule for the coming season," said ISOC CEO John Daniels. "We have some great new venues, where we'll be able to offer really aggressive ticket pricing, making it easier for families to attend. We're thrilled to be back with our previous partners, too, and we feel we have a better geographic balance than ever before. The Utah race was really well received last year, and there's a wonderful fan base out west. It's great to be able to give them an opportunity to see the pros run in a world-class venue. The Finger Lakes venue allows us to reach the fans out east, and of course, we're excited to be in Michigan at the Silverdome, where we'll be able to run indoors in front of a big crowd."

"We're also refining our race program, to make it more involving and fan friendly. We have lots of fun changes planned for race attendees, and maybe a few surprises! We'll be very actively promoting all our events, both locally, and through all our electronic resources. The ISOC web site, www.isocracing.com, is a great place to check in for updates."

About ISOC Racing

The International Series of Champions (ISOC) is the premiere snowmobile race organization in North America. The AMSOIL Championship Snocross Series is the flagship series, with eight national points races held across the US. In addition, ISOC affiliates with nine regional race circuits, providing up and coming snowmobile racers the opportunity to hone their skills as they advance toward the national stage. Visit www.isocracing.com for more information, fan and racer memberships, schedule details and more.

