NASCAR RETURNS TO THE GLEN ON A NEW DATE IN 2011

The Glen Posts Increased Weekend Attendance in 2010

2011 Tickets Go On-sale in November

Watkins Glen, NY (August 12, 2010) – The excitement level surrounding the 25th consecutive running of NASCAR at The Glen is still climbing high and fans can already start making their plans for the 2011 event weekend. Watkins Glen International officials confirmed today that Juan Pablo Montoya will defend his title at *The Soul of American Road Racing* one week later in 2011, August 11-14. The announcement comes on the heels of a highly successful Heluva Good! Sour Cream Dips at The Glen, including increased overall weekend attendance at the historic road course compared to 2009.

"This past weekend we not only witnessed some of the best racing on the circuit, but we were able to grow our attendance despite a challenging and difficult economic environment," stated Michael Printup, president of Watkins Glen International. "We are thrilled to announce next year's race and continue the momentum from such a positive race weekend. I am very proud of our staff and our dedicated race fans here at Watkins Glen International. The feedback that we have received from fans, sponsors and the media have been outstanding! We can't wait to do it again next August."

The Heluva Good! Sour Cream Dips at The Glen event weekend has moved back one week from their traditional race weekend and it will now run, August 11-14, 2011. Tickets are scheduled to go on-sale to the general public in November, while fans that purchased tickets in 2010 can renew their seats or camping in September.

Tickets for the 2010 season finale at Watkins Glen International, the Glenora Wine Cellars U.S. Vintage Grand Prix presented by Welliver-McGuire, September 10-12, are on sale now. The event continues to be one of the largest vintage events in the United States and will feature Alfa Romeo as the featured marquee with Elliott Forbes-Robinson as the special guest and grand marshal. Fans can purchase tickets by calling the Watkins Glen International ticket office at 866-461-RACE (7223) or logging on to the official website, **www.TheGlen.com**. Tickets, gift certificates and track merchandise can all be purchased at The Shop located at 2 North Franklin Street in downtown Watkins Glen. The Shop is open Monday-Saturday 9-5 and Sunday 9-4.

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