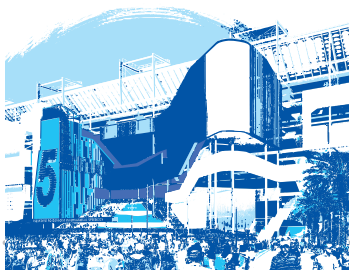
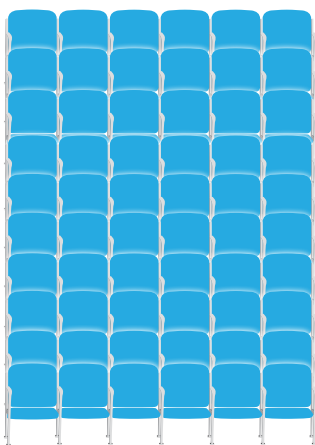




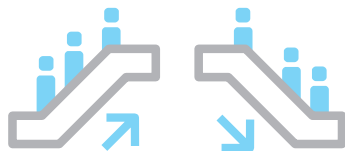
BY THE NUMBERS // DAYTONARISING.COM

\$375-\$400M
INVESTMENT
 COMPLETION IN
JANUARY
 2016

101,500
 BRAND NEW 20"-21"
 STADIUM SEATS
 WITH BACKS AND ARMRESTS



5 EXPANDED AND REDESIGNED
 FAN ENTRANCES CALLED
 "INJECTORS"



40 ESCALATORS
 IN THE NEW STADIUM

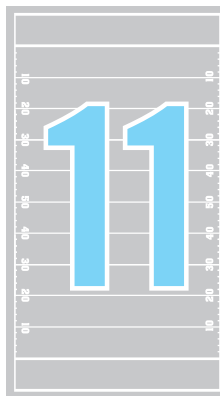
17
 ELEVATORS
 IN THE NEW STADIUM



OVER
60 NEW TRACKSIDE
 SUITES

3

THREE NEW CONCOURSE LEVELS
 FOR FANS THAT WILL
 SPAN THE FRONTSTRETCH



SOCIAL AREAS THROUGHOUT
 THE FRONTSTRETCH DUBBED

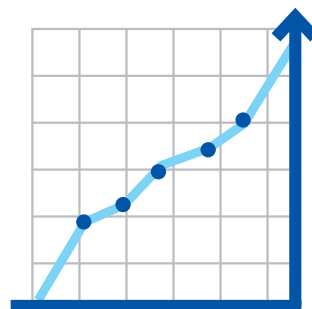
"NEIGHBORHOODS"
 EACH THE SIZE OF A
 FOOTBALL FIELD

WITH DOZENS OF VIDEO SCREENS
 SO FANS WILL NEVER MISS THE
 ON-TRACK ACTION

OTHER ITEMS OF NOTE...

ECONOMIC BOOST:

6,300 NEW JOBS,
\$300 MILLION
 IN LABOR INCOME,
OVER \$85 MILLION
 IN NEW TAX REVENUE.



CONVENIENCE:

MORE THAN 2X
 THE NUMBER OF RESTROOMS AND
3X THE CURRENT NUMBER OF CONCESSION
 AND MERCHANDISE POINTS OF SALE.



MASSIVE:

STADIUM LENGTH = **NEARLY 1 MILE**
 DESIGNERS HAD TO COMPENSATE FOR THE
CURVATURE OF THE EARTH
 EQUALS **7"** FROM END TO END.

1% OF ANNUAL U.S.
 STEEL OUTPUT
 = AMOUNT OF STEEL USED
 IN DAYTONA RISING



PREMIUM:

HUNDREDS OF CLUB AND LOGE SEATS
 A NEW HOSPITALITY LEVEL WILL TRANSITION THE HOSPITALITY
 EXPERIENCE FROM THE OLD TEMPORARY CHALET MODEL TO A
 PERMANENT CLIMATE CONTROLLED HIGH-END EXPERIENCE WITHIN
 THE VENUE.

