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**NASCAR Enters into Strategic Long-Term Partnership with Levy to Enhance
Guest Experience on Race Day**

Levy will manage all food and beverage operations across NASCAR-owned racetrack facilities nationwide

CHICAGO and DAYTONA BEACH, Fla. – NASCAR and Levy announced today a strategic partnership designed to enhance the overall fan experience at NASCAR events. The long-term agreement ensures that Levy, the pioneer and market leader in defining hospitality at major sports and entertainment venues and events, will manage the food and beverage operations at NASCAR-owned Cup-sanctioned racetracks. The partnership will have Levy replacing Americrown as the main hospitality operator at track with current Americrown employees now joining Levy.

The new relationship highlights NASCAR's continued commitment to improving the fan experience by leveraging Levy's proven success as an organization recognized for innovation, sustainability and experiences that deliver what fans value. The partnership officially starts with the launch of the 2021 racing season in January at Daytona International Speedway, but the two companies will begin working together immediately to transition operations.

"We are thrilled to be partnering with Levy, a global-leader in event hospitality, to reimagine how we deliver a premium fan experience at our tracks," said Daryl Wolfe, Executive Vice President & Chief Operations & Sales Officer, NASCAR. "Elevating the event experience requires us to continuously evaluate our race-day operation and look for ways to improve. Levy brings scale, innovation, and expertise across a broad portfolio of sports properties that will significantly enhance our food and beverage offerings. We have the best fans and partners in all of sports, and we are focused on ways to drive service, value and variety for all attending our events."

Levy brings industry-leading operational resources and expertise to further enhance and evolve the NASCAR fan's race day hospitality experience. Known for creating the standard for food, beverage, and hospitality at more than 200 major sports and entertainment venues and events, including its current portfolio of 11 raceways, Levy will tap into Americrown's talented team and extensive motorsports experience to elevate food and beverage across concessions, premium seating and luxury suites.

"NASCAR has served up some of the most iconic sights, sounds, and experiences in all of sports at its historic, grand venues," said Andy Lansing, President and CEO, Levy. "The first engine rev at Daytona and the ground-shaking speed of Talladega are true bucket-list experiences. We live to deliver hospitality that matches the energy and excitement of these moments, and we're incredibly excited to partner with an innovative, like-minded organization in NASCAR to define the future race day food and beverage experience for years to come."

Americrown has proudly provided on-site dining and concessions that were customized for each NASCAR-owned racetrack since 1989.

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About NASCAR

The National Association for Stock Car Auto Racing (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States and owner of 16 of the nation's major motorsports entertainment facilities. NASCAR consists of three national series (NASCAR Cup Series™, NASCAR Xfinity Series™,

and NASCAR Gander RV & Outdoors Truck Series™), four regional series (ARCA Menards Series, ARCA Menards Series East & West and the NASCAR Whelen Modified Tour), one local grassroots series and three international series. The International Motor Sports Association™ (IMSA®) governs the IMSA WeatherTech SportsCar Championship™, the premier U.S. sports car series. NASCAR also owns Motor Racing Network, Racing Electronics, Americrown Service and ONE DAYTONA. Based in Daytona Beach, Florida, with offices in eight cities across North America, NASCAR sanctions more than 1,200 races in more than 30 U.S. states, Canada, Mexico and Europe. For more information visit www.NASCAR.com and www.IMSA.com, and follow NASCAR on Facebook, Twitter, Instagram, and Snapchat ('NASCAR').

About Levy

The disruptor in defining the sports and entertainment hospitality experience, Levy is recognized as the market leader and most critically acclaimed hospitality company in its industry. Twice named one of the 10 most innovative companies in sports by Fast Company magazine and one of the top three Best Employers for Diversity in America by Forbes, Levy's diverse portfolio includes award-winning restaurants; iconic sports and entertainment venues, zoos and cultural institutions, theaters, and convention centers; as well as the Super Bowl, Grammy Awards, PGA Championship, US Open Tennis Tournament, Kentucky Derby, and NHL, MLB, NBA, NFL, and MLS All-Star Games. For more, visit www.levyrestaurants.com or follow us on [Facebook](#), [Twitter](#), and [Instagram](#).