

FWT *Live!* powered by Supertune USA and De Francesco Racing
Groundbreaking media coverage secures title and associate sponsors

(Panama City, FL) - Formula Kart Productions, exclusive owner and promoter of the Florida Winter Tour, announced today that the series' groundbreaking FWT *Live!* media coverage has secured an impressive slate of broadcast sponsors for the 2010 season.

FWT *Live!* debuted during the 2009 FWT and quickly established itself as the standard for karting event coverage. Featuring live streaming high resolution video, combined with driver interviews and podium celebrations, live timing and scoring, and an audience interactive text blog, FWT *Live!* proved once again that Formula Kart Productions is committed to innovation and leadership within the sport.

And now for 2010, Formula Kart Productions is excited to announce that the FWT's live coverage will be known as FWT *Live!* powered by Supertune USA and DFR.

"The Florida Winter Tour provides some of the closest and most competitive racing in the world, and FWT *Live!* broadcasts that action around the globe," stated DFR owner Andy DeFrancesco. "Last year, we had uncles, wives, other relatives, and friends all come over to watch FWT *Live!* on a big screen that we'd set up in the backyard. This coverage is such a tremendous value to the racers, as now their families and friends can finally see what it is we do, why we love it, and how exciting this sport is. FWT *Live!* is a great tool, and it's the kind of exposure that karting really needs."

Associate sponsorship for FWT *Live!* has also surpassed expectations with the tremendous support received from the North American karting community. Ocala Gran Prix, Goodwood Kartways/Intrepid Canada, RDD Motorsports, PSL Karting.com, and BTK Motorsports have all signed on as associate sponsors for all 2010 FWT *Live!* broadcasts.

"The debut season of FWT *Live!* was immensely popular with our drivers, the teams, and their families and friends at home. Now, with the help of our FWT *Live!* sponsors we've brought it back for 2010, free for anyone to view during the events and archived for viewing at any time!" enthused Bill Wright, owner/promoter of the FWT. "Our combination of live video, live timing and scoring, and audience interactivity is totally unique within our sport. The results were undeniable; over the duration of our 2009 coverage, we had 56,000 global viewers from almost 80 countries around the world. Nearly every country in North America, Europe, and South America was represented in our viewership statistics, and we anticipate that number to increase substantially in 2010."

The Formula Kart Productions Florida Winter Tour is one of the longest running and largest sprint kart racing series in the Americas and for the past two years has been the largest official Rotax Max Challenge series in the world. In 2009, the 11th annual FWT averaged 578 entries per month, including drivers from 28 different countries, 28 U.S. states and five Canadian provinces, with a total value of cash purses and awards exceeding \$140,000. For more information about the FWT log onto the official web site at www.floridawintertour.com.

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