



For Immediate Release

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NASCAR SpeedPark Announces Ben Hess as the new Assistant General Manager

Sevierville, Tennessee, April 28, 2011 – NASCAR SpeedPark announces the promotion of Ben Hess to Assistant General Manager. Ben began his career with NASCAR SpeedPark in 2005 as a Sales & Marketing Assistant and has held a variety of positions including Food & Beverage Supervisor and Sales Coordinator. Most recently, Ben served as the Sales & Marketing Manager for the park.

“Ben has been a valuable contributor to the park’s success over the past several years. We are excited about Ben’s professional development and are pleased to be able to provide him with this opportunity to further enhance his career with NASCAR SpeedPark,” says Doug Anderson, President of PARC Management.

In his new role, Ben will be responsible for the park’s daily operations. He will also continue to lead the sales, marketing and community-centric efforts of the park.

ABOUT NASCAR SPEEDPARK™

The “Official Family Fun Park of NASCAR®”, NASCAR SpeedPark’s five exciting locations in Myrtle Beach, S.C., Concord, N.C., Sevierville, Tenn., St. Louis, Mo. and Toronto, Ontario, are among North America’s top tourist attractions. Owned and operated by PARC Management, LLC, NASCAR SpeedPark Smoky Mountains offers 25 acres of race-themed go-kart tracks, miniature golf, kids’ rides, family thrill rides, indoor rock climbing and play areas, arcade and more. www.NASCARSpeedPark.com

ABOUT PARC MANAGEMENT, LLC

PARC Management, LLC operates five NASCAR SpeedParks across the U.S., Myrtle Waves Water Park in Myrtle Beach, S.C., Pavilion Nostalgia Park and Carousel Park in Myrtle Beach, S.C., and also offers management and consulting services to third-party private and governmental owners of entertainment venues including: parks, attractions, stadiums, arenas, theaters, museums, amphitheaters, and entertainment centers. PARC owns the international development rights to NASCAR SpeedParks. www.PARCManagement.com

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