



**DELAWARE SPEEDWAY DEVELOPS PROMOTIONAL PARTNERSHIP WITH
LONDON KNIGHTS HOCKEY CLUB**

Entire OHL team to appear at Delaware Speedway this season

London, ON (March 24, 2010): Delaware Speedway, the NASCAR-affiliated racetrack located just west of the city, and London's championship-winning OHL team, The London Knights, are forging a new professional partnership that will bring hockey players to the paved oval track at Delaware and put race cars on display at the John Labatt Centre.

Hockey fans at the JLC will soon notice a backlit Delaware Speedway sign on the upper level of the venue and Delaware's logo on the Knights' website. NASCAR Whelen All-American Series Cars will make special appearances at the JLC during select Knights games and race fans can also look forward to meeting London Knights players at the track this season. (Specific dates tbd.)

Delaware Speedway General Manager Joe Czernai says the new alliance is an important one for the racetrack. "We're proud to be associated with the London Knights, their fans and corporate partners and we hope this will be the start of a long-standing relationship."

Delaware Speedway is a proud supporter of the London Knights Hockey Club and is cheering the team on as it continues round one of the OHL playoffs against the Guelph Storm. Delaware is sponsoring the playoff broadcasts on 1290 CJBK and sponsoring each game's Three Stars. The Knights lead the best-of-seven series 2-1. Go Knights Go!

Visit Delaware Speedway online: www.delawarespeedway.com

Facebook: <http://www.facebook.com/home.php?#!/group.php?gid=263541813707&ref=ts>

Twitter: <http://twitter.com/DelawareSpdway>

London Knights: www.londonknights.com

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