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**Parts Plus Riverside
International Speedway**

PRESS RELEASE

Best Kept Secret in racing located in West Memphis, Arkansas, Rewarded with Recognition in the National Register of Historic Places

Hampton Inn's recognized Parts Plus Riverside International Speedway as a living legend in history as well as the importance of preserving RIS because of its historical and cultural benefits to the mid south area.. The Hampton Inn Save-A-Landmark program nominated Parts Plus Riverside International Speedway to be included in the National Register of Historic Places. Through the hard work and cooperation of Parts Plus Riverside International Speedway staff, the Arkansas Historic Preservation Program and Hampton Inns, the required paperwork and documentation was submitted to the United States Department of the Interior National Park Service. As a result of being an unaltered facility that is a rare intact example of a dirt race track built for stock car racing, Riverside International Speedway was nominated to the National Register. Of the 15 dirt race tracks currently operating in Arkansas, Riverside Speedway is the only continually running race track that is still operational that provides entertainment and recreation to the area. The United States Department of the Interior National Park Service recognized Parts Plus Riverside International Speedway's historical importance and RIS was selected for the honor of inclusion in the National Register of Historic Places.

Parts Plus Riverside International Speedway has 60 years of history in the West Memphis, Arkansas, community. The idea of this heavy clay race track was conceived in 1949 and was completed in 1950. Riverside is the oldest continually operating dirt track in the state of Arkansas, and one of the oldest race tracks in the entire country. There have been only small changes to the facility during the track's history. The original track, concession stands, and flag stand appear almost exactly as they did when they were constructed. Clayton and Sherry Allen, the current, owners, have made significant improvements in the appearance of the track by adding wrought iron fencing, building a landscaped entrance, safety fencing, painting as well as many hours of hard work.

Since the race track opened, it has hosted a variety of race car classes such as Midget race cars, sprint cars, late models, modifieds, stock cars, ministocks, and minisprints. RIS is a 1/4 mile high banked dirt oval race track with a heavy gumbo surface. The track is located at 151 Legions Road, West Memphis, Arkansas, which is just

west of the Mississippi River and Memphis, Tennessee, with easy access off I-40 or I-55 coming from all directions. Even though interstate traffic at the intersection of Highway 70 and Legion began to grow, the race track's location remains the last grassy area in this part of West Memphis. Other tracks opened in the midsouth area but Riverside Speedway continues to thrive because of the many devoted fans that are committed and loyal to RIS. These diehard fans are among the many faithful that continue to come to RIS every Saturday night. The grand old lady has never missed a racing season and is home to a wealth of super stars in motorsports racing!! Over the course of its history, RIS has launched the careers of several of the nation's top drivers in dirt track racing as well as NASCAR. In addition, many of the current competitors represent second and third generations of families, who have raced at the facility. Today, the track welcomes racers and visitors from around the country every weekend from March to November, providing them with a historical setting to fulfill their "need for speed."

To make the honor of being selected as a National Historic Landmark even more exciting, RIS was nominated as a contestant in the "Hampton Save-A-Landmark" contest. Hampton Inns recognized Parts Plus RIS as living history. The Save A Landmark community-outreach campaign is dedicated to refurbishing historical, fun and cultural landmarks along the highways in the United States. Since the inception of this program in April 2000, Hampton Inn volunteers have preserved more than 40 landmarks. Some of the previous landmarks include the Belle of Louisville, the Robert Frost Farm, Edgar Allen Poe Museum, the Amelia Earhart Birthplace Museum plus many other famous landmarks. RIS looks forward to working with Hampton Inns this year as the improvement and preservation of Parts Plus Riverside International Speedway continues.

Communities around the country cast their on line votes to choose Hampton Inns National Landmark for four states. Parts Plus Riverside International Speedway competed against several other Landmarks in the state of Arkansas. RIS emerged as Hampton's unanimous winner of the Hampton Save-A-Landmark 2010 contest by an overwhelming margin. This selection is well deserved. Riverside is an all American landmark that continues to thrive even though there has been added competition from other entertainment venues in the area for race fans. RIS's continuing ability to adapt and change, plus the love and passion from loyal spectators and racers, has resulted in RIS surviving as the only continually running race track in the state. Riverside continues to provide entertainment and recreation to the midsouth area every weekend. Parts Plus Riverside International Speedway produces a spectacular show of thrills and spills every weekend from March-November. For more information check out the Parts Plus Riverside International Speedway website at

<http://www.riversideinternationalspeedway.com/>

RIS's motto says it all "Where It All Began For So Many . . . A Tradition That Built Legends . . . Born in 1949."