

In a joint press conference held today at Salem Speedway, the Hoosier Lottery and Salem Speedway announced a naming rights partnership for the historic southern Indiana speedway that will extend through the 2015 season.

The three-year agreement, that begins immediately, calls for the track to be referred to as The Salem Speedway Fueled by the Hoosier Lottery.

"This is certainly a great day for Salem Speedway," said track general manager Richard Deaton. "We are extremely honored to join forces with the Hoosier Lottery in this marketing partnership.

"The Hoosier Lottery benefits Indiana residents from all across the state," said Deaton, "and we're looking forward to featuring their brand of fun and excitement right here at Salem Speedway."

The partnership marks the first track naming rights in the 67-year history of the speedway, which first opened for business in June of 1947.

Salem Speedway Fueled by the Hoosier Lottery is a track steeped in history with many of the giants in auto racing having competed on the famed high banks at some point in their careers. Names such as Ruttman, Sweikert, O'Connor, Jones, Foyt, Unser, Andretti, Vogler, Parsons and Waltrip, just to name a few, grace the list of past Salem winners.

In recent years drivers such as Jeff Gordon, Mark Martin, Tony Stewart, Jimmie Johnson, Ryan Newman, Kyle Busch, Kasey Kahne, Ken Schrader and Joey Logano tested their skills on the Salem oval with varying degrees of success.

The Hoosier Lottery involvement at the track goes beyond just naming rights and will include giveaways and other promotions at select events throughout the season, beginning with the Kentuckiana Ford Dealers ARCA 200 presented by Crosley Radio on Sunday, April 28th. Race fans will also be able to purchase Hoosier Lottery tickets at the track on race days.

"Salem Speedway has been a landmark within the Salem community and southern Indiana for so many years, and the Hoosier Lottery is proud to now be affiliated with it," said the Hoosier Lottery's Connie Laverty O'Connor. "Salem Speedway and the Hoosier Lottery share a passion for delivering fun and entertainment to our customers, and are both deeply committed to being part of the fabric of our respective Hoosier communities."

The mission of the Hoosier Lottery is to maximize net income for the state in a socially-responsible manner. In fiscal year 2012, the Hoosier Lottery generated \$211 million in surplus revenue which was used to significantly reduce the motor vehicle excise tax for all Hoosier drivers and also supported the pension funds for retired Indiana teachers, police and firefighters. Player prizes for the fiscal year totaled \$533 million and \$60 million was earned by Indiana retailers on the sale of Hoosier Lottery products.

Since its inception in 1989, the Hoosier Lottery has produced more than \$4.2 billion for the citizens of Indiana, \$1 billion in commissions and bonuses for participating Indiana retailers, and has paid out more than \$8.9 billion in player prizes.

The Hoosier Lottery reminds all players to play responsibly. Must be 18 or older to play.

Gambling Addiction Referral Line: 800-994-8448.