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Adrenaline Marketing Drives DVD Release of CMT Film's *The Ride of Their Lives* at NASCAR Daytona 500

Chicago, IL, February 23, 2009 - CMT Films and NASCAR Media Group put Adrenaline Marketing in the driver's seat at NASCAR's Daytona 500 to promote the DVD release of their hit movie *The Ride of Their Lives*, narrated by Kevin Costner, which recounts the history of NASCAR. While legends like Gordon, Waltrip, and Busch sped around the track, Diane Wentworth and Kitty Kilgore led their team of Guerrilla marketers in a victory lap for a successful launch for CMT Films in this five-day event with twenty-five promotional partners, garnering 1,353,320 total venue impressions.

Race fans visiting Daytona were met with *The Ride of Their Lives* promotion as soon as they landed at the Daytona International Airport. Banners, posters, postcards and t-shirts greeted visitors at the Welcome Desk and the Hertz and Enterprise rental car counters.

Daytona visitors learned of *The Ride of Their Lives* at several area hotels with 100% occupancy, representing 2159 hotel rooms. Participating hotels included the Hilton Garden Inn, Marriott Residence Inn, Courtyard by Marriott, and the Ocean Walk Village locations of the Hilton and Wyndham hotels. Several hotels played *The Ride of Their Lives* trailer loop continuously in their lobbies.

More impressions were made at the Ocean Walk Village retail center with banners, posters, and postcards, including a banner at the Historic Bandshell at Ocean Walk Village.

An impressive twenty-six events were held at 15 bars over the activation period. Bars were outfitted with t-shirts, posters, banners, and postcards, and special promotions included staffs wearing *The Ride of Their Lives* t-shirts, bars showing trailer loops, trivia contests, a live podcast product event featuring rowdy.com's Buck and Bass, and more.

The Beach Channel, the closed-circuit broadcast channel serving the hospitality industry, played 90-second *The Ride of Their Lives* trailers in 10,100 hotel rooms over a twenty-five day period.

The event culminated with a two-day Segway event at the Daytona International Speedway. A street team wearing *The Ride of Their Lives* t-shirts rode Segways adorned with windshield decals while handing out postcards, posters and t-shirts.

About Adrenaline Marketing: Based in Chicago and Atlanta, Adrenaline Marketing delivers integrated and experiential marketing solutions to drive measurable results for global clients. Mobile marketing services include fleet design, fabrication, tour logistics, operations, management, event activation, and data capture. For more information, visit www.AdrenalineMarketing.com or contact Diane Wentworth at 630.584.5567 or Kitty Kilgore at 678.595.4033.

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