



ISC Goes Green – 2009 Highlights

Strategic Priorities/Accomplishments

A number of efforts are currently underway involving green across the ISC business units and at corporate. Highlights include:

Recycling

- ✓ Launched first ever recycling program at ISC headquarters
- ✓ In partnership with Coca-Cola Recycling, developed comprehensive recycling program at select ISC event markets (DIS, PIR, RIR, CLS, HMS, KS, MIS)
- ✓ Leveraged existing recycling programs at WGI, ACS

Environmental and Conservation

- ✓ Implemented the NASCAR Tree Planting Program (PIR, RIR, CLS, HMS, KS, MIS)
- ✓ Announced MIS partnership with CARFAX and The Conservation Fund

Construction

- ✓ Seeking LEED's certification for ISC corporate headquarters at Daytona Live!
- ✓ Utilizing recycled products in NATC construction projects – MIS infield project

Renewable and Alternative Energy Exploration

- ✓ Announced marketing & race sponsorship with NextEra Energy for DIS & HMS - contribution to research and development renewable energy facility in Florida
- ✓ Announced WGI partnership with NextEra Energy -purchase of renewable energy credits
- ✓ Exploratory discussions with NextEra to bring solar power to DIS
- ✓ Exploratory discussions with Next Era to test wind power at WGI
- ✓ Announced solar power in the new suite/media center at MIS