



OVERVIEW OF RALLY NEW YORK Public Relations ACTIVITIES

1. Recent independent coverage of Rally New York by local press: "Road race rallies Walton economy" in The Daily Star at www.thedailystar.com/local/x112920907/Road-race-rallies-Walton-economy. Fran Gager of Rally New York honored by Sullivan County Tourism Officials - "Tourism is still a county economic staple" in Sullivan County Democrat at www.rallynewyork.net/2010AnnualDinner.pdf.
2. We issue regular articles and press releases that receive national and international attention several months before the rally and with increasing frequency before the rally - see www.rallynewyork.net/linked/news.pdf - during the rally and after the rally. These pieces are widely reprinted by local newspapers and publications as well as national and international Internet and hard copy outlets, such as www.SpecialStage.com in the US, www.RallyBuzz.com in United Kingdom. Other newspaper and magazine articles are at www.thedailystar.com/archivesearch/local_story_035040024.html, www.rallynewyork.net/H&H-116.pdf (Town of Walton on page 5) and www.recordonline.com/apps/pbcs.dll/article?AID=/20081126/COMM/811260311.
3. For several months before an event, pages of SpecialStage.com (www.SpecialStage.com) are emblazoned with the Rally New York event logo. This website is followed nationwide.
4. We maintain a website at <http://www.RallyNewYork.com>
5. We place advertisements in local and regional publications.
6. In the tri-state area, we distribute hundreds of full-color posters featuring the current Rally New York event. The poster for Rally Delaware 2012 can be viewed and downloaded from the event website at www.rallynewyork.net/rdel2012.html.
7. During the two weeks preceding the rally, Rally Radio Thunder 102 (www.Thunder102.com) broadcasts our commercials on FM 102, five other affiliated radio stations and other radio stations in the tri-county area such as WDLA in Walton. A sample commercial from the most recent event can be heard at <http://www.rallynewyork.net/rallies.htm>.
8. A sample Spectator Guide for the previous event is available in an electronic form at <http://www.rallynewyork.net/linked/spectatorguidernyusa2012.pdf>.
9. We have a formal Ceremonial Start attended by local dignitaries and a formal Ceremonial Finish with a champagne-spraying ceremony – see www.RallyNewYork.com.
10. Rally New York events are broadcast live over the Internet on UPSTREAM TV – see the previous event at <http://www.ustream.tv/channel/rally-new-york-april-2012>. Rally New York events are taped for a later TV broadcast and we distribute these shows over the Internet. The shows are available for downloading at www.rallynewyork.net/videos.htm and on DVDs also available at www.rallynewyork.net/videos.htm. Hundreds of videos from various Rally New York events may be viewed at www.youtube.com.