

**PRESS RELEASE**  
**For Immediate Release: 25 August 2015**

TITLE: **Daytona Rush**  
PLATFORM: **iOS, Android**  
RELEASE: **TBD**  
DEVELOPER: **Invictus**  
PUBLISHER: **Invictus**  
WEBSITE: <http://invictus.com/games/daytona-rush>

**INTERNATIONAL SPEEDWAY CORPORATION (ISC) SIGNS  
LICENSING AGREEMENT WITH INVICTUS GAMES (INVICTUS)  
FOR DAYTONA RUSH**

**DAYTONA BEACH, FLORIDA, USA - August 25, 2015**

**International Speedway Corporation (ISC)® today announced a strategic licensing agreement with Invictus Games Ltd. to support Invictus' endless racing game "Daytona Rush". The latest version of the casual racing game for mobile platforms utilizes the Daytona International Speedway logo and name. The licensing agreement covers all countries. The highly successful "Daytona Rush" game has already achieved great success in the North American and European markets, and has been featured by Apple on iTunes and in the AppStore.**

About Invictus Games Ltd:

Invictus Games Ltd. is one of the leading game-developers of the Eastern-Central European Region. Located in Debrecen, Hungary, the company has specialized in state-of-the-art racing games for personal computers. In 2010, Invictus decided to focus on games for mobile platforms as well. Recently, Invictus has become developing various games for PC, MAC, iOS, Android and Linux platforms.

Since its establishment in 1992, Invictus has worked together with numerous game partners such as Codemasters, Activision, 1C, Gamepot, Gamigo, Nival, Vanguard and most recently with Bandai Namco Games.

About ISC.:

International Speedway Corporation is a leading promoter of motorsports activities, currently promoting more than 100 racing events annually as well as numerous other motorsports-related activities. The Company owns and/or operates 13 of the nation's major motorsports entertainment facilities, including Daytona International Speedway® in Florida (home of the DAYTONA 500®); Talladega Superspeedway® in Alabama; Michigan International Speedway® located outside Detroit; Richmond International Raceway® in Virginia; Auto Club Speedway of Southern CaliforniaSM near Los Angeles; Kansas Speedway® in Kansas City, Kansas; Phoenix International Raceway® in Arizona; Chicagoland Speedway® and Route 66 RacewaySM near Chicago, Illinois; Homestead-Miami SpeedwaySM in Florida; Martinsville Speedway® in Virginia; Darlington Raceway® in South Carolina; and Watkins Glen International® in New York.

The Company also owns and operates Motor Racing NetworkSM, the nation's largest independent sports radio network, and Americrown Service CorporationSM, a subsidiary that provides catering services, food and beverage concessions, and through its subsidiary Motorsports Authentics, produces and markets motorsports-related merchandise. In addition, the Company has a 50 percent interest in the Hollywood

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**Notes for editors:**

1. For further information on behalf of Invictus please contact Tamas Kozak:  
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2. For further information on behalf of Daytona International Speedway please contact: Andrew Booth, [abooth@daytonainternationalspeedway.com](mailto:abooth@daytonainternationalspeedway.com), (386) 681-6714
3. Invictus website: <http://www.invictus.com/>
4. ISC website: <http://www.internationalspeedwaycorporation.com/>
5. Daytona Rush website: <http://invictus.com/games/daytona-rush>