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RE: 2010 Great Northern Sno-X Series

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Appleton, WI - The Great Northern Sno-X Series (GNSS) released its final 2010 season schedule this morning. As with everything this year, this news comes a bit late but appears to be worth the wait. Three new venues have been added to series this year, two of them are no stranger to snocross and the third can be considered one of the most successful racing venues in the Midwest, but new to snocross.

The planets have somewhat aligned in the snocross world for the first time in over a decade as the Great Northern Sno-X Series is not only the recognized regional circuit for ISOC but has now secured some of the more successful USSA events as well. The success of winter sports will always be determined in part by mother nature and she has given us a fantastic start for 2010 with the 14-16 inches of snow last week. Plymouth, Weyauwega and Kaukauna all have a pre-season jump on supplying snow for Wisconsin's premier circuit (pictures soon available for all three locations at www.gnssracing.com). GNSS will be handling the snocross duties alongside its USSA ally in Plymouth, Eagle River and Weyauwega this winter. We have high hopes in regards to breathing some new life into these venues with the GNSS in 2010, having basically three promoters (USSA, ISOC and GNSS) under the same roof gives us a great head start.

The season kicks off in Plymouth on January 9th and 10th. The first thing to note for this opening weekend of racing is the two-day format. Both Saturday and Sunday will host complete snocross programs. Racers may choose to race both days if they wish, but only their best finish of the two days will count toward the overall GNSS season championship. We're guessing that with the amount of snow Plymouth has already moved in, racers are going to be pleasantly surprised, making the decision to compete both days an easy one. The Adam Muesegades Memorial race will treat the Pro snocross racers to an additional \$2000.00 added purse for the weekend. \$500 will be added to each of the Pro Open and Pro Super Stock classes both Saturday and Sunday.

From Plymouth the series heads north to the largest, most prestigious race in the world, the Eagle River World Championship Derby. 2010 marks the second year the series will be a part of the World Championship weekend.

The GNSS had to move from its original TBA weekend of January 23 to give racers an opportunity to compete at the Air Force ISOC National at Canterbury Park in Shakopee, Minnesota on January 22-23. The TBA event now lands on January 30th at the Wisconsin International Raceway in Kaukauna, WI. Technically, the track is located at the Pit Stop Bar & Grill which is at the very end of the shut-down area for the famous 1/4 mile drag strip at WIR. Both WIR and the Pit Stop Bar & Grill are owned by the Vandaawyck family with a long history of wheel-to-wheel racing. The Kaukauna race is right in the middle of Wisconsin's third largest population base and the passionate following from the famous race track will surely show the last weekend in January.

The very next week the series migrates 40 miles west to the site of what many considered the most fun event of the season in 2009, Fort Fremont Marine in Fremont, WI. This venue is completely unique as racers pit in the parking lot of the dealership and the track is built on the opposite shore of the river. The atmosphere is festive and Fort Fremont Marine goes out of their way to please racers and fans with loads of goodies from suppliers and sponsors. For 2010 the goal is to push the track another 50 feet to the West and get the entire front stretch on dry ground. There again, nothing can withstand 60 degree temperatures like the event enjoyed last year.

Weyauwega is the third new stop of the season. Snocross racing gets the main stage at Weyauwega "Fire-On-Ice" in 2010 since the USSA oval program will melt the ice during the day and generators and snocross racers will light up the sky in the evening on Saturday, February 13th. This will also mark the third event on the schedule that will have us racing in the evening hours.

It's back to the Derby Track in Eagle River for the final three rounds of racing in late February and mid March with the season ending banquet held in the exhibit hall at the conclusion of racing on the 14th of March.

With the new alliance between ISOC and the GNSS, racers can now compete in a multiple of series with one membership. The combined regional/national membership will save each racer upwards of \$135 on membership fees for a single season while still receiving the benefits of both. Racers wishing to join GNSS may do so online at www.gnssracing.com Racing the GNSS series through the combined ISOC membership also gives GNSS followers the chance to qualify for the Nielson Enterprises Grand Finale in Lake Geneva, Wisconsin.

For more information about the Great Northern Sno-X Series please visit www.gnssracing.com