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ONE DAYTONA SELECTS VCC AS GENERAL CONTRACTOR

DAYTONA BEACH, Fla., September 15, 2016 - International Speedway Corporation (NASDAQ Global Select Market: ISCA; OTC Bulletin Board: ISCB) ("ISC") announced today that it has selected VCC as its general contractor for ONE DAYTONA. ISC's Vice President of Corporate Development Jeff Boerger made the announcement.

"We are thrilled to be announcing VCC as our general contractor for ONE DAYTONA," said Boerger. "VCC has an outstanding national reputation for quality and a proven track record of leading and managing the development and construction of some of the most engaging mixed-use environments in the country."

In its role as general contractor, VCC will oversee the construction of ONE DAYTONA's retail, dining and entertainment uses as well as the project's two-level parking deck. The company will also lead the construction efforts on Victory Circle, ONE DAYTONA's central gathering space. VCC's Tampa Bay, Fla. office will oversee the project. VCC has worked on several other retail and mixed-use projects in Florida, including Coconut Pointe and St. John's Town Center.

"We are honored that ONE DAYTONA brought us on board to help with this one-of-a-kind development," said Derek Alley, senior vice president of VCC. "We are excited to work on such a unique and fun project that will ultimately change the Daytona Beach area landscape and will serve as a top destination for the local community and visitors from around the world."

The projected \$120 million-\$150 million ONE DAYTONA will also include a 67,000-square-foot Bass Pro Shops Outpost, a 12-screen Cobb Theatres, a 144-room Marriott Autograph Collection hotel branded The DAYTONA®, a 105-room select-service Fairfield Inn & Suites by Marriott and a 276-unit luxury apartment community. Other tenants recently announced include P.F. Chang's, Kilwins Confections and Hy's Toggery, a nearly 50-year-old family-owned retailer specializing in southern outerwear, performance clothing and modern classics.

Located at the intersection of I-95 and I-4 across from the Daytona International Speedway, ONE DAYTONA is slated to open in fall 2017.

About ONE DAYTONA

Planned to open in 2017, ONE DAYTONA will feature a 300,000-square-foot retail, dining and entertainment district, totaling a projected investment of approximately \$120 - \$150 million, along with two hotels and residential space. Lease agreements have been executed with Bass Pro Shops®, America's most popular outdoor store, and Cobb Theatres, the highly respected Southeastern-based exhibitor, as anchor tenants of ONE DAYTONA. Other announced tenants include P.F. Chang's, Hy's Toggery, Kilwins Confections, Guitar Center, Tervis, IT'SUGAR, Jeremiah's Italian Ice, and Venetian Nail Spa.

ONE DAYTONA selected Shaner Hotels and PHG as its hotel partners. Shaner Hotels and PHG have confirmed an exclusive 144-room, full-service Marriott Autograph Collection® hotel, The DAYTONA®, and an approximately 105-room Fairfield Inn & Suites by Marriott. PHG is the confirmed residential partner and initial planning is underway for an approximately 276-unit rental apartment community including a four-story midrise campus and garden style complex.

ONE DAYTONA will quickly become synonymous with visitors, race fans and residents as the place to live, work, stay and play. For more information and the latest updates, visit OneDaytona.com, follow us on [Twitter](https://twitter.com/ONEDAYTONA) (@ONEDAYTONA) or [Facebook](https://www.facebook.com/OneDaytona) (OneDaytona).

ONE DAYTONA leasing efforts are managed by Legacy Development, a firm intensely focused on creating innovative destination retail and mixed-use projects. Amassing a national footprint and asset management expertise, Legacy is the ideal consultant to represent this unique address. For leasing inquiries, please contact Tiffany Ruzicka at truzicka@legacydevelopment.com or 816-777-3500.

About VCC

VCC is ranked a Top 100 Contractor nationally by *ENR* and is recognized as a leader in mixed-use / retail construction. Founded in 1987, VCC operates nine offices around the country and is licensed / registered in all 50 states. The consistent vision of the Company is to serve clients and the community by adding value to world class developments. For more information, visit <http://www.vccusa.com>, and connect with us on [Twitter](https://twitter.com/vccusa) (@vccusa), [Facebook](https://www.facebook.com/VCCUSA) (VCCUSA), [LinkedIn](https://www.linkedin.com/company/vcc-construction) or [Instagram](https://www.instagram.com/vcc_construction) (vcc_construction).

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