

**NEWS RELEASE**

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**ONE DAYTONA Selects Residential Partner**  
*Phase Two Welcomes Florida Developer to Build 250 Units*

**DAYTONA BEACH, Fla.** – ONE DAYTONA, a premier mixed-use retail, dining and entertainment destination planned across from Daytona International Speedway, selected Prime Group as its residential partner. Following an extensive request for proposal process, ONE DAYTONA chose the Florida developer based on their command of market demographics, development experience and expert property management systems. Initial planning is already underway for a 250-unit rental apartment community designed for Phase Two of ONE DAYTONA.

"We share ISC's vision for ONE DAYTONA as a premier mixed-use community focused on sustainability and the future with a distinct connection to the Daytona International Speedway," said Prime Group CEO Larry Abbo. "By serving as both the hotel and residential developer, we are committed to its success and believe the Daytona Beach market is ideally suited for this unique residential offering."

Prime Group, known for its sustainable real estate construction, development and management, proposes a four-story midrise campus on the east side of the property, along with a garden style complex northwest of Cobb Theatres.

"Prime Group's confidence in this market and proposal to get started with not one, but two building styles, is exciting," said ISC Managing Director of Development Jeff Boerger. "Having a premium residential component creates the inclusive, connected community we're striving for with ONE DAYTONA."

**About ONE DAYTONA**

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. ONE DAYTONA selected Shaner Hotels and Prime Hospitality Group (PHG) as its hotel partners. Shaner Hotels and PHG have confirmed an exclusive 145-room, full-service Marriott Autograph Collection® hotel for ONE DAYTONA.

ONE DAYTONA will quickly become synonymous with visitors, meeting and convention delegates, race fans and residents as the place to live, work, stay and play. Phase One of ONE DAYTONA, planned to open in 2017, includes all signed lessees along with a select service hotel, and distinct shopping and dining.

For more information and the latest updates, visit [OneDaytona.com](http://OneDaytona.com), follow us on [Twitter](https://twitter.com/ONEDAYTONA) (@ONEDAYTONA) or [Facebook](https://www.facebook.com/OneDaytona) (OneDaytona).

## **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 California<sup>SM</sup> near Los Angeles; Kansas Speedway® in Kansas City, Kansas; Phoenix International Raceway® in Arizona; Chicagoland Speedway® and Route 66 Raceway<sup>SM</sup> near Chicago, Illinois; Homestead-Miami Speedway<sup>SM</sup> 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 Network<sup>SM</sup>, the nation's largest independent sports radio network, and Americrown Service Corporation<sup>SM</sup>, a subsidiary that provides catering services, food and beverage concessions. In addition, the Company has a 50 percent interest in the Hollywood Casino at Kansas Speedway. For more information, visit the Company's website at

[www.InternationalSpeedwayCorporation.com](http://www.InternationalSpeedwayCorporation.com).