



*FOR IMMEDIATE RELEASE*  
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**Circuit of The Americas™ Team Continues Rapid Growth with New Hires**  
*Team Continues to Grow with Three Key Additions*

AUSTIN, TX— February 7, 2012— Circuit of The Americas has hired three key positions into its management group as it builds a team to operate the sports and entertainment complex. Ben Cahalane, Danielle Eldridge and Tom Schneider have joined the team to oversee a variety of key functions related to corporate partnerships, fan experience and event management.

**Corporate Partnerships**

Ben Cahalane has accepted the position of chief sales officer and Danielle Eldridge is the new vice president of Corporate Partnerships. Ben and Danielle are responsible for creating corporate partnerships for advertising and hospitality at Circuit of The Americas.

Prior to joining Circuit of The Americas, Cahalane served as executive vice president of Corporate Partnerships with the Dallas Stars™ for 10 seasons. Cahalane oversaw sponsorship and media sales for the Dallas Stars Hockey Club, Dr Pepper Arena and the Dr Pepper StarCenters, as well as represented the Stars' executive team in negotiating sponsorships at American Airlines Center. He also served as vice president of Strategic Partnerships at Hicks Sports Marketing Group in Dallas, Texas.

Eldridge previously oversaw corporate sponsorships, luxury suite sales and partnership activation for Cedar Park Center and the Texas Stars Hockey Club. Eldridge was an integral member of the original team that opened the arena where the Texas Stars franchise began. Prior to joining Cedar Park Center, Eldridge worked at Hicks Sports Marketing Group as director of corporate sales.

“Circuit of The Americas will be a world-class facility because it will be brought to life by proven professionals like Danielle and Ben,” said Geoff Moore, chief marketing and revenue officer for Circuit of The Americas. “I have worked with them for many years and am confident they are the right team to establish and grow our corporate partnerships program.”

**Guest Services**

Tom Schneider is newly appointed to the position of vice president of Guest Services. Schneider brings 20 years experience in the hospitality and guest services industry from some of the most respected facilities in the country. He is responsible for creating and managing a variety of guest programs to enhance fan experience. From hotel concierge programs to ‘Welcome Centers’ throughout the region, Schneider will establish all aspects of a guests’ visit to Circuit of The Americas, including the volunteer, guest service, luxury suite and seat license holder programs.

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Prior to joining Circuit of The Americas, Schneider worked as regional vice president of Operations for Island Hospitality in Louisville, Kentucky where he managed overall sales and operations of 24 Marriott, Hilton and Starwood hotels in 10 states. Schneider also worked as vice president and assistant general manager for Churchill Downs where he established service training, measurement, and motivational programs for the Kentucky Derby. Additionally, he increased corporate and sponsorship sales and group sales while transforming the sales processes.

“Tom is a great new asset to our team,” said Steve Sexton, president of Circuit of The Americas. “He is motivated, understands the importance of the fan experience and how employees can make a difference. We are committed to ensuring our facility sets a new standard for motorsports events. Tom knows how to deliver a world-class experience for fans.”

### **About Circuit of The Americas**

Circuit of The Americas will be a world-class destination for performance, education and business. It will be the first purpose-built Grand Prix facility in the United States designed for any and all classes of racing, from motor power to human power, and be the U.S. home to the 2012 FORMULA 1 UNITED STATES GRAND PRIX™ Nov. 16-18 and V8 SUPERCARS.

The Circuit of The Americas’ master plan features a variety of permanent structures designed for business, education, entertainment and race use. Its signature element will be a 3.4-mile circuit track with capacity for 120,000 fans. Other support buildings will include a medical facility, a conference center, a banquet hall as well as an expansive outdoor live music space. Future proposed amenities include a driving/riding experience, a motorsports driving club, kart track, grand plaza event center and tower, and a trackside recreational vehicle park.

For more information and downloadable video, audio and photos, visit:

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

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