



FOR IMMEDIATE RELEASE

Media Contact: Ali Putnam

Office: 512.301.6600

Ali.Putnam@circuitoftheamericas.com

Circuit of The Americas™ reveals commercial event logo for 2012 FORMULA 1 UNITED STATES GRAND PRIX™

AUSTIN, Texas (Aug. 10, 2012) — Circuit of The Americas revealed the commercial event logo for the **2012 FORMULA 1 UNITED STATES GRAND PRIX**. The mark, which was formally unveiled at *Shift Into Style*, the motorsports-themed kick-off event to Austin Fashion Week, will be used on promotional and advertising materials and licensed merchandise related to the Formula 1™ event scheduled for Nov. 16-18 at the new sports and entertainment facility nearing completion in southeast Travis County.

“We are excited to reveal the official event logo for our inaugural Grand Prix, a mark that blends iconic F1™ imagery with the patriotic colors and symbols that represent the United States and the great State of Texas,” said Circuit Chief Marketing and Revenue Officer Geoff Moore. “The focal point of the mark is a speeding F1 race car with a stream of red and blue stars trailing it. The logo captures the rush and excitement surrounding the world’s most popular motorsport and will be a great addition to our marketing efforts as we count down the weeks until race day in Central Texas on Nov. 18.”

The FORMULA 1 UNITED STATES GRAND PRIX marks the return of F1 racing to the United States for the first time in five years. Three-day reserved seats for the race are available online at www.cotausgp.com or by calling the Ticketmaster hotline, **800.745.3000**. Premium tickets and hospitality can also be secured by contacting the Circuit of The Americas sales team at 512.301.6600. Sales representatives are available Monday through Friday, from 8:30 a.m. to 5:30 p.m. CDT.

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.

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. Other support buildings will include an expansive outdoor live music space, a conference center, a banquet hall as well as a state-of-the-art medical facility. 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.

- END -