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Circuit of The Americas™ names Mel Harder Senior Vice President & General Manager

Former Indianapolis Motor Speedway executive brings extensive motorsports operations experience to United States' world-class Grand Prix racetrack and multi-purpose sports and entertainment complex

AUSTIN, Texas (Feb. 11, 2013) – Circuit of The Americas today named **Mel Harder as senior vice president and general manager** of the new world-class destination for premium motorsports and entertainment—and the United States' home for Formula 1™ Grand Prix racing. Harder joins the Circuit's leadership team following 22 years with the famed **Indianapolis Motor Speedway (IMS)** where he oversaw operations and facilities management for the home of the *Indianapolis 500*, *Brickyard 400* and *MotoGP's Red Bull Indianapolis GP*.

Harder will report directly to Circuit of The Americas President Steve Sexton and assume his responsibilities March 1. In his new role, Harder will manage the Circuit's motorsports and facility operations; transportation, security, safety and medical teams; and serve as operational liaison with local, state and federal agencies.

"Circuit of The Americas is pleased to welcome someone with Mel Harder's exceptional track record, experience and passion for the future of motorsports to America's new home for World Championships," Sexton said. "Mel's operational leadership at IMS helped the historic racing venue prepare for and execute large-scale, first-class events with outstanding competitor and fan experiences and positive financial results. He's planned and staged national and international motorsports competitions, including the FORMULA 1 UNITED STATES GRAND PRIX when it was held in Indy and the track's current MotoGP event, and has helped the company's marketing partners fully leverage their consumer activation programs. Mel will be an invaluable resource as Circuit of The Americas grows its motorsports and entertainment roster this season—and its business model through innovative venue uses. He's is a quality individual and will fit well with the Circuit of The Americas team."

Harder most recently served as senior vice president of operations for IMS and managed both business affairs and facility operations for the century-old motorsports venue. He led the teams that oversaw track operations, maintenance, engineering, ticketing, guest services, food and beverage, retail, creative services and golf course management. In 2012, he directed the first-ever use of the road course and the oval track for major racing events in consecutive days as part of the *Super Weekend at the Brickyard*. The weekend consisted of four races in three days for GRAND-AM's Rolex and Continental Tire Series, as well as NASCAR Nationwide and Sprint Cup Series. Harder was also part of the management team that planned and executed Indy's inaugural FORMULA 1 UNITED STATES GRAND PRIX in September 2000, an event that was honored with the "Promoter of the Year" award in 2000 and 2007.

"It is an honor to join Circuit of The Americas during such an exciting time in the company's young history—and with the opportunity to build on what was a remarkable first-year experience with Formula 1 racing in Austin," Harder said. "My career has been dedicated to showcasing the very best in sports and entertainment, while finding innovative ways to expand and enhance the on-track experience for



teams, guests and business partners. I'm proud to have played an integral part in diversifying one of the most revered brands in motorsports, while respecting the traditions that make the Indianapolis Motor Speedway a legendary racetrack. I look forward to bringing my experience to Circuit of The Americas as it welcomes four new premier racing series, dozens of concerts and a wide variety of business and special events to its one-of-a-kind facility in 2013."

About Circuit of The Americas

Circuit of The Americas is a world-class destination for performance, education and business. It is 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 is home to the FORMULA 1 UNITED STATES GRAND PRIX while also hosting MotoGP™, V8 Supercars™, GRAND-AM Road Racing™, American Le Mans and the FIA World Endurance Championships. The Circuit of The Americas' master plan features a variety of permanent structures designed for business, education, entertainment and race use. Its signature element is a 3.4-mile circuit track. Other support buildings include **The Tower Amphitheater**, an expansive outdoor live music space; an iconic 251-foot, 25-story tower with observation deck; an events and conference center; a banquet hall; and a state-of-the-art medical facility. For more information and downloadable video, audio and photos, visit: www.CircuitofTheAmericas.com or www.TowerAmphitheater.com.

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