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JACE MEIER NAMED “ROOKIE OF THE YEAR” AT THE BULLRING AT LAS VEGAS MOTOR SPEEDWAY

Las Vegas, NV (October 13, 2006) – Consistency throughout the season proved to be the key to Jace Meier being named “Rookie of the Year” in the NASCAR Late Model division at the Bullring at Las Vegas Motor Speedway this past weekend. Meier earned a 12th-place finish earning 252 points, not bad considering he missed seven races during the season, due to his racing commitments in California.

“In auto racing winning is great, but it isn’t everything,” said Meier. “I qualified on pole my first race, but unfortunately didn’t rate a first place win during the season. The sport is about consistent performance and the willingness to put in the effort to improve.”

Meier is a 17-year-old Las Vegas native finishing his fourth year of competitive racing. This season he has divided his time between racing at the Bullring at Las Vegas Motor Speedway in the NASCAR Late Model Series, and in California as part of Ron Sutton’s Winner’s Circle Race Team. He is presently trying out for Grand National West and ARCA teams for the 2007 season.

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When he isn't racing, Meier is an honor student at Spring Valley High School and a very active member in his school and the community.

For more information on Jace Meier, Jace Meier Racing and potential sponsorship, please visit www.jacemeier.com or contact Lenora Kaplan at (702) 256-5511.

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