

For immediate release

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Triple Crown Cross-Country Snowmobile Race Series Formed For This Winter Season

I.S.O.C founder teams with USCC to create \$100,000 Triple Crown event

Albertville, MN (November 2007) - - A \$100,000 guaranteed cash payout for three snowmobile races this winter is committed to for the upcoming race season. Races held in Brainerd, MN, Garrison, MN & Hayward, WI have formed Sled Head 24/7's *Triple Crown*. The races will include large cash payouts, television coverage and spectator friendly, head-to-head racing.

John Daniels, founder of the International Series Of Champions (I.S.O.C.) circuit and current executive producer of the television show *Sled Head 24/7*, is the lead promoter for the three events. "With the renewed interest by the fans, racers and manufacturers in this style of racing, the time is right for huge cash payouts to return to the sport," said Daniels.

The newly formed Sled Head 24/7's *Triple Crown* will be a three race series within the United States Cross Country circuit. The USCC will serve as the sanctioning body for the series and the guaranteed cash payout for the *Triple Crown* adds to what is already the top paying circuit in the country.

The *Triple Crown* kicks off in a race country hotbed on Mille Lacs Lake in Garrison, MN on February 16-17 and continues on to Brainerd International Raceway in Brainerd, MN the following week, February 23-24. The grand finale will be in Hayward, WI on March 1-2.

The three race sites were picked because they are well known snowmobile communities and have track sites that allow for running the same style of spectator friendly, head-to-head racing that the I.S.O.C. circuit was known for.

"The commitment to these events from the communities will ultimately allow us to return to glory days of the former I.S.O.C. circuit where we would see 20,000 spectators and 400 racers converge great racing communities like Brainerd, Garrison and Hayward," said Daniels. "We want every snowmobiler and racer to have these events to look forward to and become an annual event for them. We aren't in this for just one year."

For more information on Sled Head 24/7's *Triple Crown* and the USCC visit www.sledhead24-7.com or www.usccracing.com.

About Sled Head 24/7: Sled Head 24/7 is part of the Long Haul Production group of sports and entertainment properties. Sled Head 24/7 launched three years ago as a syndicated television show and is now carried across the snowbelt and available nationally on cable, satellite and broadcast stations.

About the USCC: The USCC racing series is North America's premier form of cross-country snowmobile racing; it is the only racing organization that sanctions events comprised entirely of terrain cross-country races. The USCC is sanctioned by International Snowmobile Racing (ISR); ISR has been serving the racing community for more the 25 years.