





2 DISC SET

Watch the '08 Daytona® 500 as never before, from the Driver's seat!

Plus two exclusive programs featuring Richard Petty and Jeff Gordon, and all of the moments that make the Daytona® 500 NASCAR®'s single greatest event

Experience NASCAR's milestone race captured in this special interactive 2-DVD set

Celebrate the golden anniversary of "The Great American Race" $^{\text{\tiny TM}}$ with the collectible 2-DVD set that puts you in the driver's seat to experience this NASCAR® milestone event.

As part of this special release, the 2008 Daytona® 500 is captured in the ground-breaking "My Race" Interactive DVD format, allowing fans to watch the action from six different driver perspectives and a variety of audio feeds, putting them in the race as never before. A second disc offers a history of the great stories and heroes which have defined this race and includes two exclusive programs: A Sports Century featuring a roundtable discussion of the moments and personalities that defined Daytona®, and The Top 50 Daytona® 500 Moments is a definitive telling of the story of NASCAR®'s single greatest event.

- Available at retail just weeks after the 50th running of the Daytona® 500 on February 17, 2008.
- The 2007 Daytona® 500 attracted the sixth largest live global TV audience of any sporting event that year with 20 million viewers. (2006 Rank & Trends Report).
- \$2 billion in NASCAR®-licensed merchandise is purchased each year by 75 million fans.
- NASCAR® has grown to become the 2nd most popular professional sport in the U.S. in terms of television ratings, just behind the National Football League®.
- DVD features over 2 hours of exclusive content including NASCAR® stars Richard Petty and Jeff Gordon discussing their combined 11 wins at Daytona® in a dynamic roundtable discussion.

DVD

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SPECIAL FEATURES: The 2008 Daytona® 500 in amazing "My Race" Interactive DVD Format ■ Daytona® 101 Roundtable Discussion with experts and The Top 50 Daytona® 500 Moments ■ Screensavers, wallpaper, and more!

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2 discs
Approx. 96 mins.
+ extras, Sports,
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ALSO RECOMMENDED





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