



A RACE TO WIN:
The
Marc Davis
Story

CONCEPT & STORY



It is possible that we have never seen the likes of an African-American professional racecar driver, yet alone a young man at the

tender age of seventeen on a NASCAR driver development racing team.

This coming of age story is about Marc Davis, the 17 year old phenomena, as a young man desiring to become a legend in a sport that is not basketball. We literally take the fast track into the explorations of disproportionate black racers among NASCAR's racing world.

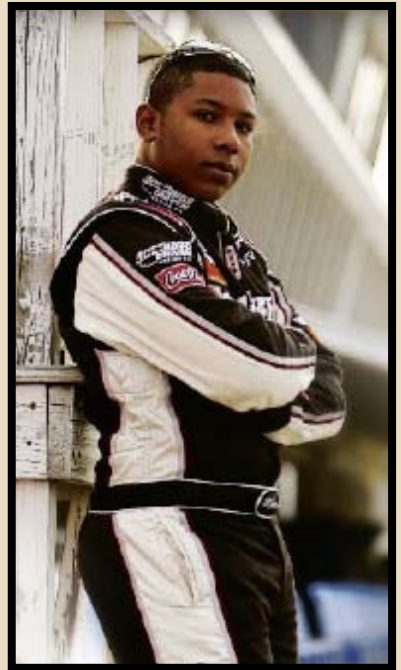
With a shiny spotlight on Joe Gibbs, the coach of the Washington Redskins and owner of the Gibbs Racing Organization, our story incorporates Joe's awesome career as a head coach and trailblazer. We peek behind the scenes into the Joe Gibbs Racing (JGR) team's ups and downs in the game of high-speed races, on the track and in life, detailing the team's fierce determination to win after accepting this young African-American man as a teammate.

Marc's struggle for identity in an established all-white sport is highlighted and supported by the guidance of his father and winning coach.

Without apologies, this story will explore the words of Martin Luther King. There will, of course, be complements of all sorts with team-oriented brand tie-ins and product placement.

Ultimately, we can expect a fun-filled inspirational story for young kids all over with a dream to succeed in something that may seem far from their reach.

"A Race to Win" about a young African-American boy's coming of age story while racing as a NASCAR driver will uplift all audiences. We will combine all of these true-to-life angles to tell this joyous, feel-good family story, made for the likes of new and old NASCAR fans all over the world.



A RACE TO WIN: THE MARC DAVIS STORY

MARC DAVIS BIOGRAPHY



Name: Marc Davis
Birthdate: June 23, 1990
Hometown: Silver Spring, MD
Marital Status: Single
Height: 5' 8 1/2"
Weight: 185

Marc Davis is Joe Gibbs Racing's (JGR) latest driving prospect, as he is enjoying success via the diversity program founded by Gibbs and the late Reggie White, an initiative that traces its roots back to May 2003.

In partnership with White, a Hall of Fame defensive end who played for the Philadelphia Eagles, Green Bay Packers and Carolina Panthers during a 15-year NFL career, JGR formed the diversity program to create a grassroots stock car team that would identify and assist minorities with the desire and talent to make a career in motorsports. And in January 2004, the diversity program became reality, thanks in large part to the support of JGR's sponsors.

Davis, a 17-year-old African-American from Silver Spring, Md., parlayed a strong 2006 season in the Limited Late Model and Late Model ranks at Hickory (N.C.) Motor Speedway to move up to the NASCAR Camping World Series East in 2007, and it's where he'll continue to race in 2008, along with select events in the ARCA/REMAX Series. Additional sponsorship is being sought to assist in making his NASCAR Craftsman Truck Series debut once he turns 18 (the minimum age to compete).



Davis became just the second African-American driver to win at Hickory, a feat first accomplished by former JGR development driver Chris Bristol in April 2004. Davis tallied six victories during his remarkable rookie season, along with six poles, 17 top-fives and 20 top-10s.

In 2007, Davis moved to the heavier, higher horsepower cars of Camping World East – a regional NASCAR touring series that features a 13-race schedule at tracks predominantly based in New England and the Mid-Atlantic. Davis scored five top-five and seven top-10 finishes in 2007, including a season-best runner-up effort on April 19 to JGR teammate Joey Logano at Phoenix International Raceway.

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MARC DAVIS BIOGRAPHY *cont.*

Davis will continue to drive the No. 18 car, with sponsorship from Slim Jim (Con-Agra Foods) and associate sponsorship from Joe Gibbs Driven, a licensing program for the automotive aftermarket that features a line of racing lubricants. Additionally, Howard University's WHUR 96.3 Radio joins Davis for a second straight year as primary sponsor for the series' races at South Boston (Va.) Speedway and Dover (Del.) International Speedway, the two venues are the closest tracks to the Washington, D.C.-based campus.

"I learned a lot running Late Models at Hickory, but it was still a big transition going to the bigger and faster cars of Camping World East," said Davis. "I'm looking forward to another year in this division, because I feel like I know so much more than I did last year. Everything I've done in life has been about racing, and to have an opportunity like this means everything. No one has higher expectations than me."

Despite his youth, Davis came to JGR with over 10 years of racing experience, successfully competing on dirt, asphalt and road course tracks.

Davis' interest in motorsports began as a young child after hearing about his father's successful career racing F-1 boats and his older brother's success with BMX bicycles. Davis began racing BMX bicycles when he was six, and he was determined



to add his share of trophies to the family collection. After adding some hardware of his own to the family mantle, Davis moved from bicycles to quarter-midgets at age eight, and then onto Junior Dragsters in the National Hot Rod Association.

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MARC DAVIS BIOGRAPHY *cont.*

Davis' next move was to Legends cars, where he saw immediate success. In 2003, he captured the national championship in the Dirt Young Lion Division and the Road Course Young Lion Division, becoming the first driver to ever win both the road and dirt course championships in the same season.

With several championships under his belt, most recently the 2005 National Auto Sport Association Mid-Atlantic road course championship in the Super Unlimited Division, Davis decided to add team ownership to his resume.

While still only 15, he began fielding a team in the Florida FASTkids/Fastrucks Series, and in 2006, 17-year-old Jessica Green completed her second season driving for Davis. Also in 2006, Davis added a Limited Late Model stock car team that competes at Concord (N.C.) Motorsport Park with 16-year-old Sam McAulay. And back at the track where Davis won his way to a ride with JGR, he fields a Street Stock entry at Hickory for 19-year-old Darryl Wright.

Davis is currently a senior at Mooresville (N.C.) Christian Academy and will graduate this May.



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