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FOR IMMEDIATE RELEASE

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**NASCAR DRIVER MIKE WALLACE ADDED TO DRIVER DEVELOPMENT SUMMIT
TO SPEAK ON SPONSORSHIP, PERSPECTIVE AS COMPETITOR & "RACING DAD"**

CHARLOTTE, N.C. (January 7, 2011) – The speaker lineup for the fourth annual Driver Advancement Marketing Summit to be held at the NASCAR Hall of Fame on January 22 – 23, 2011 will now include NASCAR driver Mike Wallace.

In addition to having more than 300 short-track wins, victories in the ARCA and NASCAR Nationwide Series and success in the NASCAR Sprint Cup Series, Wallace will provide valuable advice and insight to drivers looking to advance through the ranks because he is also a racing father and competitor working hard to find funding for racing.

Industry professionals including other NASCAR notables and ARCA and Richard Petty Driver Search driver development speakers will be on hand to provide drivers and even parents concrete information and advice on how to best proceed in pursuing sponsorships, driver development programs, marketing and PR strategies, and self promotion.

“The days of somebody scouting out great drivers and putting them in fully funded race cars is pretty much over,” said summit founder and president of Performance PR Plus, Kymerly Brantigan. “So to even have a shot at advancing through the ranks of professional automobile racing requires drivers to put themselves in a position to create opportunities for themselves.

“The opportunity to get in front of veteran team owners, drivers and sponsors who are willing to share their experiences and candidly discuss the reality of what it takes to succeed at the higher levels -- and be open to any questions -- is a very rare and invaluable opportunity.”

Also joining the lineup is Ryan Wilson of Randleman, N.C., who was named “Top Driver” of Richard Petty’s Driver Search II in September 2010, earning the opportunity to compete in the ARCA American 200 at Rockingham Speedway. Wilson, who started racing go-karts at the age of five and has continued to progress as a competitive driver, will talk about his climb up the ladder and how driver development on and off the track has proven beneficial to him.

Also currently slated to speak are Ned Jarrett, Pat Perkins (Hendrick Motorsports), Ray Bednar (Bank of America), Billy Venturini (Venturini Motorsports), Brantigan and Annamarie Malfitana-Strawhand.

For a full list of speakers, their titles and related topics, or for more information and to register, please visit <http://www.performanceprplus.com/summit.html>.

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