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**NASCAR LEGEND RICHARD “THE KING” PETTY ANNOUNCED AS HONOREE
FOR 2010 AMELIA ISLAND CONCOURS D’ELEGANCE**

NASCAR Great to Serve as Key Note Speaker at Annual Gala Dinner

Jacksonville, Fla. (August 10, 2009) – The Amelia Island Concours d'Elegance Foundation, Inc. announced today that veteran NASCAR racer Richard Petty will be the honoree at the 15th annual Amelia Island Concours d'Elegance, scheduled for March 12-14, 2010 at The Ritz-Carlton, Amelia Island and The Golf Club of Amelia Island at Summer Beach.

With his trademark cowboy hat and sunglasses, Richard "The King" Petty, as he is nicknamed, is widely considered to be one of the greatest NASCAR drivers of all time and his impact on motorsports can outstrip the glory of any one of his victory lanes. This NASCAR legend will serve as the key note speaker at the Concours' annual Gala Dinner Saturday, March 13, 2010.

“It gives me great pleasure to announce that Mr. Petty is our honoree for the 2010 Amelia Island Concours,” says Bill Warner, Concours founder and co-chairman. “He is a guiding force in the world of motorsports and a major reason that NASCAR is so popular in America today. He is a vibrant, sincere and honest man, who inspires the greatest loyalty from fans worldwide. I’m really looking forward to having him.”

As a former NASCAR driver who raced in the Strictly Stock/Grand National Era and the NASCAR Winston Cup Series, Petty is most well-known for winning the NASCAR championship seven times. He’s also known for winning a record 200 races during his career, winning the Daytona 500 seven times and winning 27 races (10 of them consecutively) in the 1967 season alone.

Petty was inducted into the International Motorsports Hall of Fame in 1997 and named one of NASCAR’s 50 Greatest Drivers in 1998.

In addition to Petty’s presence, this year’s Concours will honor the 40th anniversary of Porsche’s inaugural victory at the 24 Hours of Daytona and Le Mans and showcase a number of influential 917s, a model that is widely considered to be one of the most significant racecars of the modern era. This year’s Amelia will also honor Sir Stirling Moss, OBE and the 50th Anniversary of Moss’ victory in the last Cuban Grand Prix.

About The Amelia Island Concours d'Elegance

The Amelia Island Concours d'Elegance is one of the nation's most innovative vintage auto events featuring over 250 rare classics from seldom-seen private collections nationwide. The show is scheduled for March 12-14, 2010 at The Golf Club of Amelia Island at Summer Beach adjacent to The Ritz-Carlton, Amelia Island. The show's foundation has donated nearly \$1.6 million to Community Hospice of Northeast Florida, Inc. since 1996. For more information, visit www.ameliaconcours.org or call 904-636-0027.

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