

**Electrifying  
Careers.com**

# 2009 Mid-Year Public Relations Recap



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Suite 1100  
Bethesda, MD 20814

The following is a 2009 mid-season review for the ElectrifyingCareers.com Race Program. The media report highlights internet/print/TV and radio coverage that Breaking Limits was able to obtain for ElectrifyingCareers.com Racing and driver Alli Owens.

During the first half of the season, Breaking Limits secured over 73,000,000 impressions, an estimated worth of \$325,000 of value for ElectrifyingCareers.com and Owens. Breaking Limits placed news items in national media outlets including Associated Press news wire and FOX Sports. Breaking Limits also arranged for Owens to host a weekly radio program, as well as write a weekly column for RacingOne.com. Although impossible to capture all media impressions, we believe the following report is a comprehensive list.

Breaking Limits continues to help grow the ElectrifyingCareers.com and Alli Owens brand. Breaking Limits has introduced Alli to key members in the motorsports media, including securing a one-on-one interview with popular host Claire B. Lang on XM Radio. Owens has also been a live guest on SIRIUS Satellite radio. Breaking Limits also secured Alli as a pre-race interview on SPEED TV on the the Daytona 200 broadcast, only one of two drivers featured.

Of course Breaking Limits works to have Alli visit local IBEW and NECA chapters in each market the ARCA Series travels to. To date, Owens has visited chapters in Daytona Beach, Arizona, Wilkes-Barre, Birmingham and Ann-Arbor.

Breaking Limits will continue to push new avenues to grow the race program. We appreciate the opportunity.

Thanks,  
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# Index

- I. Media Results
- II. Media Conclusions
- III. RacingOne.com Weekly Column
- IV. IBEW / NECA / NJATC Appearances
- V. School Appearances
- VI. Radio Program



# Media Results

<u>Date</u>	<u>Media Group</u>	<u>Client</u>	<u>Outlet</u>	<u>Focus</u>	<u>Value</u>	<u>Nielson Rating</u>
1/29/2009	Radio	Electrifying Careers	MRN Sirius The Morning Drive	Alli Owens Pre-Season Interview	N/A	N/A
1/29/2009	Radio	Electrifying Careers	ESPN/FOX Radio TN	Alli Owens Pre-Season Interview	N/A	N/A
2/6/2009	Online/Print	Electrifying Careers	DailyPress.com (Newport News, Va.)	Owens Outside Pole	\$ 174	404,715
2/6/2009	Online	Electrifying Careers	Cox.net for Oklahoma City (Oklahoma City, Ok.)	Owens Outside Pole	\$ 14	N/A
2/6/2009	Online	Electrifying Careers	Cox.net for Central Florida (Orlando, Fla.)	Owens Outside Pole	\$ 14	9,949
2/6/2009	Online	Electrifying Careers	FloridaToday.com	Owens Outside Pole	\$ 34	412,430
2/6/2009	Online	Electrifying Careers	Backstretch Motorsports	Lyn St. James Release	\$ 24	39,625
2/6/2009	Online/Print	Electrifying Careers	Orlando Sentinel (Orlando, Fla.)	Owens Riding Her Luck	\$ 427	1,117,603
2/6/2009	Online	Electrifying Careers	Forbes.com	Owens Outside Pole	\$ 671	6,947,085
2/6/2009	Online	Electrifying Careers	Orlando Sentinel (Orlando, Fla.)	Owens Outside Pole	\$ 427	1,117,603
2/6/2009	Online	Electrifying Careers	590 AM (Austin, Texas)	Owens Outside Pole	\$ 14	39,433
2/6/2009	Online	Electrifying Careers	AutoWeek	Owens Outside Pole	\$ 22	166,515
2/6/2009	Online	Electrifying Careers	Backstretch Motorsports	Lyn St. James Release	\$ 47	39,625
2/6/2009	Online	Electrifying Careers	Cox.net for Santa Barbara (Santa Barbara, Calif.)	Owens Outside Pole	\$ 14	N/A
2/6/2009	Online	Electrifying Careers	Associated Press	Owens Outside Pole	\$ 1,673	10,880,611
2/6/2009	Online	Electrifying Careers	StarTribune.com (Minneapolis, Minn.)	Owens Outside Pole	\$ 138	1,374,252
2/6/2009	Online	Electrifying Careers	Cox.net for Central Kansas (Wichita, Kansas)	Owens Outside Pole	\$ 14	18,504
2/6/2009	Radio	Electrifying Careers	MRN Sirius	Alli/Eddie Daytona Report	N/A	N/A
2/6/2009	Radio	Electrifying Careers	Black Crow Radio Daytona (Daytona Beach, Fla.)	Alli Owens Daytona Interview	N/A	N/A
2/6/2009	Television	Electrifying Careers	WAGT TV (Augusta, Ga.)	Owens Outside Pole	\$ 347	7,652



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2/7/2009	Television	Electrifying Careers	SPEED TV	Daytona Race Coverage	\$ 19,966	441,048
2/7/2009	Television	Electrifying Careers	SPEED TV	Daytona Race Coverage	\$ 18,792	415,104
2/7/2009	Television	Electrifying Careers	SPEED TV	Daytona Race Coverage	\$ 11,575	255,680
2/7/2009	Television	Electrifying Careers	WTEV CBS TV (Jacksonville, Fla.)	Daytona Race Coverage	\$ 714	15,775
2/7/2009	Television	Electrifying Careers	SPEED TV	Daytona Race Coverage	\$ 16,037	354,252
2/7/2009	Television	Electrifying Careers	SPEED TV	Daytona Race Coverage	\$ 23,247	513,522
2/7/2009	Television	Electrifying Careers	WAWS TV (Jacksonville, Fla.)	Daytona Race Coverage	\$ 1,068	23,582
2/7/2009	Television	Electrifying Careers	WTEV CBS TV (Jacksonville, Fla.)	Daytona Race Coverage	\$ 1,359	30,030
2/7/2009	Television	Electrifying Careers	News 13 Central Florida (Orlando, Fla)	Daytona Pre-Race	N/A	N/A
2/7/2009	Television	Electrifying Careers	SPEED TV	Daytona Pre-Race	N/A	N/A
2/7/2009	Television	Electrifying Careers	SPEED TV	Daytona Post-Race	N/A	N/A
2/7/2009	Radio	Electrifying Careers	Sirius Collector Show	Daytona Pre-Race Interview	N/A	N/A
2/7/2009	Online	Electrifying Careers	SF Gate (San Francisco, Calif.)	Daytona Race Report	\$ 1,779	4,127,922
2/7/2009	Online	Electrifying Careers	Cox.net for Acadia (Louisiana)	Owens Outside Pole	\$ 14	6,985
2/7/2009	Online	Electrifying Careers	Cox.net for Western Kansas (Dodge City, Kan)	Owens Outside Pole	\$ 14	N/A
2/7/2009	Online	Electrifying Careers	RacingOne.com	Owens Outside Pole	\$ 70	249,327
2/7/2009	Online	Electrifying Careers	KRLD AM Radio (Dallas, Texas)	Owens Outside Pole	\$ 14	30,325
2/7/2009	Online	Electrifying Careers	Cox.net for Omaha, Nebraska	Owens Outside Pole	\$ 14	N/A
2/7/2009	Online/Print	Electrifying Careers	Edmonds Enterprise	Owens Outside Pole	\$ 14	8,160
2/7/2009	Online	Electrifying Careers	KRQE.com (Albuquerque, N.M.)	Owens Outside Pole	\$ 24	125,507



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2/7/2009	Online	Electrifying Careers	Cox.net for Las Vegas (Nevada)	Owens Outside Pole	\$ 14	N/A
2/7/2009	Online/Print	Electrifying Careers	Lynwood/Mountlake Terrace Enterprise	Owens Outside Pole	\$ 14	8,160
2/7/2009	Online	Electrifying Careers	Cox.net for Cleveland (Ohio)	Owens Outside Pole	\$ 14	1,915
2/7/2009	Online/Print	Electrifying Careers	The Commercial Appeal (Memphis, Tenn.)	Owens Outside Pole	\$ 217	402,589
2/7/2009	Online	Electrifying Careers	GoUpstate.com (Spartanburg, S.C.)	Owens Outside Pole	\$ 19	114,282
2/7/2009	Online	Electrifying Careers	Jacksonville.com (Jacksonville, Fla.)	Owens Outside Pole	\$ 282	555,440
2/7/2009	Online/Print	Electrifying Careers	FloridaToday.com	Young Owens Showing Drive	\$ 255	412,430
2/7/2009	Online	Electrifying Careers	ThatsRacin.com (Charlotte, N.C.)	Owens Outside Pole	\$ 55	330,000
2/7/2009	Online	Electrifying Careers	TCPalm.com (Palm Beach, Fla.)	Owens Outside Pole	\$ 61	200,301
2/7/2009	Online	Electrifying Careers	Cox.net for Orange County (California)	Owens Outside Pole	\$ 14	19,286
2/7/2009	Online	Electrifying Careers	NewsObserver.com (Raleigh, N.C.)	Owens Outside Pole	\$ 370	879,597
2/7/2009	Online	Electrifying Careers	SceneDaily.com	Owens Outside Pole	\$ 14	44,481
2/7/2009	Online	Electrifying Careers	Cox.net for Connecticut	Owens Outside Pole	\$ 14	26,476
2/7/2009	Online	Electrifying Careers	DetNews.com (Detroit, Michigan)	Owens Outside Pole	\$ 837	1,049,276
2/7/2009	Online	Electrifying Careers	Cleveland.com (Cleveland, Ohio)	Owens Outside Pole	\$ 200	976,249
2/7/2009	Online	Electrifying Careers	KOB.com	Owens Outside Pole	\$ 21	177,832
2/7/2009	Online	Electrifying Careers	Cox.net for Western Arkansas (Fayetteville, Ark.)	Owens Outside Pole	\$ 14	16,531
2/7/2009	Online/Print	Electrifying Careers	Salisbury Post (Salisbury, N.C.)	Owens Outside Pole	\$ 49	68,283
2/7/2009	Online	Electrifying Careers	Chron.com (Houston Chronicle, Houston, Tex.)	Owens Outside Pole	\$ 187	291,439
2/7/2009	Online	Electrifying Careers	Cox.net for Hampton Roads (Norfolk, Va.)	Owens Outside Pole	\$ 14	164



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2/7/2009	Online	Electrifying Careers	RacingWest.com	Lyn St. James Release	\$ 14	N/A
2/7/2009	Online	Electrifying Careers	MySunCoast.com ABC 7 TV (Sarasota, Fla.)	Owens Outside Pole	\$ 14	23,205
2/7/2009	Online	Electrifying Careers	Cox.net for Phoenix (Arizona)	Owens Outside Pole	\$ 14	286
2/7/2009	Online	Electrifying Careers	MotorSport.com	Owens Outside Pole	\$ 34	126,730
2/7/2009	Online	Electrifying Careers	Cox.net for Idaho (Sun Valley, Idaho)	Owens Outside Pole	\$ 14	N/A
2/7/2009	Online	Electrifying Careers	News-Journal Online (Daytona Beach, Fla.)	Daytona race Report	\$ 25	252,270
2/7/2009	Online	Electrifying Careers	Cox.net for North Virginia (Fairfax, Va.)	Owens Outside Pole	\$ 14	45,533
2/7/2009	Online/Print	Electrifying Careers	News-Journal Online (Daytona Beach, Fla.)	Owens Steals Lofton's Thunder	\$ 272	252,270
2/8/2009	Radio	Electrifying Careers	Speed Freaks	Alli Owens Daytona Interview	N/A	N/A
2/8/2009	Online/Print	Electrifying Careers	FloridaToday.com	Daytona race Report	\$ 270	412,430
2/8/2009	Online/Print	Electrifying Careers	News-Journal Online (Daytona Beach, Fla.)	Daytona race Report	\$ 80	252,270
2/8/2009	Online/Print	Electrifying Careers	News-Journal Online (Daytona Beach, Fla.)	Daytona race Report	\$ 143	252,270
2/8/2009	Online/Print	Electrifying Careers	The Western Star (Lebanon, Ohio)	Owens Outside Pole	\$ 14	69,697
2/9/2009	Online	Electrifying Careers	FoxSports.com	She Might Be The One	\$ 20,898	12,473,715
2/9/2009	Online	Electrifying Careers	MotorSport.com	Owens Living Out Her Dream	\$ 96	126,730
2/9/2009	Online	Electrifying Careers	Frontstretch.com	Owens Outside Pole	\$ 16	14,518
2/9/2009	Television	Electrifying Careers	SPEED TV	Daytona Race Coverage	\$ 5,362	118,440
2/9/2009	Television	Electrifying Careers	SPEED TV	Daytona Race Coverage	\$ 6,020	132,975
2/9/2009	Television	Electrifying Careers	SPEED TV	Daytona Race Coverage	\$ 8,104	179,017
2/9/2009	Television	Electrifying Careers	SPEED TV	Daytona Race Coverage	\$ 8,488	187,495



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2/10/2009	Online	Electrifying Careers	Backstretch Motorsports	Lyn St. James Release	\$ 32	39,625
2/11/2009	Online	Electrifying Careers	RacingOne.com	Weekly Column	\$ 364	249,327
2/18/2009	Online	Electrifying Careers	RacingOne.com	Weekly Column	\$ 279	249,327
2/18/2009	Online	Electrifying Careers	Whowon.com	West Coast Races	\$ 60	114,344
2/18/2009	Online	Electrifying Careers	Backstretch Motorsports	West Coast Races	\$ 26	39,625
2/25/2009	Online	Electrifying Careers	RacingOne.com	Weekly Column	\$ 300	249,327
3/4/2009	Online	Electrifying Careers	RacingOne.com	Weekly Column	\$ 300	249,327
3/11/2009	Online	Electrifying Careers	RacingOne.com	Weekly Column	\$ 207	249,327
3/20/2009	Online	Electrifying Careers	RacingOne.com	Weekly Column	\$ 309	249,327
3/20/2009	Online	Electrifying Careers	Catchfence.com	Weekly Column	\$ 14	3,569
3/25/2009	Online	Electrifying Careers	RacingOne.com	Weekly Column	\$ 206	249,327
3/29/2009	Radio	Electrifying Careers	650 AM (Grand Ole Opry Station)	School Appearances	\$ 2,000	250,000
3/30/2009	Online	Electrifying Careers	Catchfence.com	Lyn St. James Release	\$ 14	3,569
3/30/2009	Radio	Electrifying Careers	Speeding Bullet Radio Program	School Appearances	N/A	N/A
3/31/2009	Online	Electrifying Careers	RacingOne.com	Weekly Column	\$ 208	249,327
4/1/2009	Radio	Electrifying Careers	Race Talk Radio	School Appearances	N/A	N/A
4/3/2009	Online	Electrifying Careers	Catchfence.com	School Appearances	\$ 14	3,569
4/8/2009	Online	Electrifying Careers	RacingOne.com	Weekly Column	\$ 198	249,327
4/11/2009	Television	Electrifying Careers	WCCB FOX Charlotte	Rockingham Preview	\$ 717	15,845
4/15/2009	Online	Electrifying Careers	MotorSport.com	Simulator Racing	\$ 62	126,730



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4/16/2009	Radio	Electrifying Careers	EC.com Presents Plugged In The Racing Circuit	Weekly Show	N/A	N/A
4/19/2009	Television	Electrifying Careers	SPEED TV	Rockingham Race	\$ 23,387	516,624
4/21/2009	Online	Electrifying Careers	RacingWest.com	Talladega Preview	\$ 14	N/A
4/21/2009	Online	Electrifying Careers	Whowon.com	Talladega Preview	\$ 14	12,055
4/22/2009	Television	Electrifying Careers	Catchfence.com	Talladega Preview	\$ 14	3,569
4/22/2009	Online	Electrifying Careers	RacingOne.com	Weekly Column	\$ 238	249,327
4/22/2009	Online	Electrifying Careers	Catchfence.com	Rockingham Race	\$ 14	3,569
4/23/2009	Radio	Electrifying Careers	Thunder 92.7 (Birmingham)	Talladega Race	N/A	N/A
4/23/2009	Radio	Electrifying Careers	EC.com Presents Plugged In The Racing Circuit	Weekly Show	N/A	N/A
4/23/2009	Television	Electrifying Careers	FOX Birmingham	Talladega Race	N/A	N/A
4/24/2009	Print	Electrifying Careers	Talladega Race Program	Alli Owens Story	N/A	N/A
4/24/2009	Online	Electrifying Careers	RacingOne.com	Talladega Race	\$ 164	249,327
4/24/2009	Online	Electrifying Careers	AL.com	Talladega Race	\$ 381	828,305
4/25/2009	Online	Electrifying Careers	Catchfence.com	Talladega Practice	\$ 14	3,569
4/25/2009	Online	Electrifying Careers	Catchfence.com	Talladega Qualifying	\$ 14	3,569
4/25/2009	Online	Electrifying Careers	Catchfence.com	Talladega Race	\$ 14	3,569
4/27/2009	Online	Electrifying Careers	Whowon.com	Talladega Race	\$ 14	12,055
4/30/2009	Radio	Electrifying Careers	EC.com Presents Plugged In The Racing Circuit	Weekly Show	N/A	N/A
4/30/2009	Online	Electrifying Careers	RacingOne.com	Weekly Column	\$ 304	249,327
5/2/2009	Online	Electrifying Careers	News-Journal Online (Daytona Beach, Fla.)	Talladega Race	\$ 81	157,445



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<u>Date</u>	<u>Media Group</u>	<u>Client</u>	<u>Outlet</u>	<u>Focus</u>	<u>Value</u>	<u>Nielson Rating</u>
5/8/2009	Radio	Electrifying Careers	EC.com Presents Plugged In The Racing Circuit	Weekly Show	N/A	N/A
5/8/2009	Online	Electrifying Careers	Backstretch Motorsports	Lyn St. James Release	\$ 44	39,625
5/14/2009	Online	Electrifying Careers	Fort Frances Times	ARCA Most Popular Driver Update	\$ 14	N/A
5/15/2009	Radio	Electrifying Careers	EC.com Presents Plugged In The Racing Circuit	Weekly Show	N/A	N/A
5/16/2009	Online	Electrifying Careers	RacingOne.com	Weekly Column	\$ 239	249,327
5/22/2009	Radio	Electrifying Careers	EC.com Presents Plugged In The Racing Circuit	Weekly Show	N/A	N/A
5/27/2009	Online	Electrifying Careers	RacingOne.com	Weekly Column	\$ 171	249,327
5/29/2009	Radio	Electrifying Careers	EC.com Presents Plugged In The Racing Circuit	Weekly Show	N/A	N/A
6/1/2009	Online	Electrifying Careers	Catchfence.com	Pocono Preview	\$ 14	3,569
6/3/2009	Online	Electrifying Careers	RacingOne.com	Weekly Column	\$ 106	249,327
6/5/2009	Radio	Electrifying Careers	EC.com Presents Plugged In The Racing Circuit	Weekly Show	N/A	N/A
6/6/2009	Online	Electrifying Careers	Pocono Race Program	Alli Owens Story	N/A	N/A
6/6/2009	Television	Electrifying Careers	SPEED TV	Pocono Race	\$ 21,856	482,789
6/6/2009	Television	Electrifying Careers	SPEED TV	Pocono Race	\$ 15,447	341,210
6/6/2009	Television	Electrifying Careers	SPEED TV	Pocono Race	\$ 17,468	385,865
6/6/2009	Television	Electrifying Careers	SPEED TV	Pocono Race	\$ 23,247	513,522
6/6/2009	Television	Electrifying Careers	SPEED TV	Pocono Race	\$ 10,187	225,036
6/9/2009	Online	Electrifying Careers	Catchfence.com	Pocono Race	\$ 14	3,569
6/9/2009	Online	Electrifying Careers	Catchfence.com	Michigan Preview	\$ 14	3,569
6/10/2009	Television	Electrifying Careers	SPEED TV	Pocono Race	\$ 14,950	330,241



# Media Conclusions



- Breaking Limits secured the following for the ElectrifyingCareers.com race program and Alli Owens:

- Over \$325,000 in media value
- 73,000,000 online impressions

Over 67 websites picked up ElectrifyingCareers.com media

Radio interviews on Sirius Satellite, Speed Freaks, FOX Sports and XM Satellite Radio

3 interviews on SPEED TV

Alli had articles written about her in 3 souvenir race programs (Talladega, Michigan and Pocono)

- Alli currently hosts weekly radio program "Plugged in the Racing Circuit, presented by ElectrifyingCareers.com"
- Alli writes weekly column for RacingOne.com website



# RacingOne.com Weekly Column



**Featured Column**

**RACETICKETS.COM.**  
CALL 866.989.RACE GET TICKETS NOW!

**DRIVER DIARY**  
[Alli Owens](#)

**Hair Raising Fun**  
I showed up in Michigan with a new hair-do and knew it was going to be an interesting day. [Full Story](#)

- Breaking Limits arranged for Alli Owens to write weekly column for RacingOne.com
- One of racing's most popular websites
- Column averages over 200,000 views per week
- Alli mentions ElectrifyingCareers.com each column
- Includes updates on sponsor appearances for IBEW and NECA
- Over 4,986,540 impressions to date



# IBEW / NECA / NJATC Appearances



- Appeared at Wilkes-Barre, PA and Ann Arbor, MI IBEW Locals during race weeks
- Alli delivered speech and signed autographs at each appearance
- ElectrifyingCareers.com show car was on hand for members to examine and take pictures with
- Owens appeared at NECA Arizona and Birmingham, AL Chapters
- Spoke with students in Junior Achievement program
- Visited students at NJATC facilities
- Alli also appeared at Miller Electric hospitality before Daytona Race



# School Appearances



- Alli visited multiple high schools in Rockingham, NC and Daytona Beach, FL areas
- Also visited Sandhills Community College students taking Automotive Electricity course
- Spoke on career choices, setting goals and positive lifestyle decisions
- Shared information on [ElectrifyingCareers.com](http://ElectrifyingCareers.com) at each appearance
- Signed autographs and took pictures with show car



# Radio Program



- Alli hosts weekly radio program “Plugged in the Racing Circuit, presented by ElectrifyingCareers.com”
- Internet-based radio program hosted on Prime Sports Network
- Alli interviews guests from ARCA, Nationwide and Cup Series
- Approximately 3,000 show downloads per month
- Alli recaps how No. 19 ElectrifyingCareers.com race team performed after each event

