



Craig Neeb serves as International Speedway Corporation's ("ISC") Senior Vice President, Business Development, Chief Digital Officer. In this role Neeb is responsible for leading strategic business opportunities positioned to help ISC's growth within and beyond the traditional core business. In addition Neeb is responsible for the company's overall digital strategy identifying unique and innovation solutions to deepen customer engagement. Specific areas of oversight include Motor Racing Network (MRN), Information Technology, Integrated Media, Business and Corporate Development.

Mr. Neeb assumes this role in 2013 from his previous position as Vice President of Multi-Channel Marketing, Chief Information Officer a position he has held since 2000-2012. During that time Neeb has successfully developed and implemented several strategic initiatives including consumer centric technology solutions, centralized contact center, venue content options, and strategic efforts supporting Daytona Rising and One Daytona.

Prior to his position at ISC, Neeb served as Vice President, Information Technology at AmeriServe Foodservice Distribution, a \$9 billion food service distribution business, in Coral Gables, Fla. At AmeriServe, Neeb was responsible for the company's information systems. Before joining AmeriServe, Neeb spent nine years within Burger King Corporation in several IT disciplines.

Personally, Craig is married with two children and enjoys boating, fishing, and golfing.