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PRESS RELEASE

American Le Mans Series to Broadcast Live Flag to Flag Coverage from Mazda Raceway, Laguna Seca

SAN JUAN CAPISTRANO, Calif., May 14, 2010: Keeping to its edict of being a championship “For the Fans”, the American Le Mans Series presented by Tequila Patrón will stream the full six-hour round of the 2010 season at Mazda Raceway Laguna Seca. A worldwide audience can catch flag-to-flag action during the American Le Mans Series Monterey presented by Patrón, set for 5:30 p.m. ET/2:30 p.m. PT on Saturday, May 22.

The race marks the first time that a full American Le Mans Series round will air around the globe online. The Series will partner with TodoCast.tv, one of the country’s leading open access online video platforms for live and archived video content. The sights from Mazda Raceway will sync with John Hindhaugh’s play-by-call on American Le Mans Radio presented by Porsche, a production of Radio Show Ltd.

“If there is one question we get from our fans more than any other, it is when will be able to get live streaming of our events,” said Scott Atherton, American Le Mans Series President and CEO. “We are ecstatic that our new partnership with TodoCast will enable us to break new ground at one of the premier circuits in the world. The opportunity to broadcast a full six hours at Mazda Raceway Laguna Seca is a fantastic one and we hope it is the first of more to come.

About TodoCast

TodoCast is the new system of choice for professional videographers, event producers, content owners and organizations looking to reach their fans with Live Internet Broadcasts. TodoCast offers a turnkey platform including satellite connectivity, audience management, interactive and social networking features and SD / HD distribution. TodoCast will monetize the content however the producer desires by offering sponsored, subscription and pay-per-view billing options, live or on demand. TodoCast distributes to Computers, TV’s and Mobile Devices. To learn more about TodoCast, visit www.todocast.tv