



Infinity to power IRG websites

Bryan, TX. — IRG Group Sports & Entertainment (IRGSE) has selected Infinity Sports & Entertainment VIP solution and the Infinity Site Manager to power five of their company's websites.

With this new partnership comes fresh, dynamic, and fully responsive sites, email marketing platform, and state of the art mobile apps for each track (both in the App Store & Google Play).

Infinity's solution will be driving the following websites:

IHRA Motorsports

International Drag Bike League

Maryland International Raceway

Memphis International Raceway

Palm Beach International Raceway

The partnership looks to further enhance IRGSE's online footprint and to solidify Infinity's products in the motorsports world.

"Infinity is excited about our partnership with IRGSE. With years of experience across multiple sports' markets, we know our expertise in digital marketing will assist IRGSE in reaching new heights online," Infinity CEO Uri Geva said.

These new designs will be built to enhance the user experience and embody the brand and image of each track.

"We look forward to working with Infinity to bring the best digital experience available to our fans, racers and partners," IRGSE CEO Chris Lencheski said. "This user-friendly technology allows us to engage our fans in new and exciting ways."

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About Infinity Sports & Entertainment

A Texas based digital agency founded in 1998, Infinity Sports & Entertainment has designed & developed over 1,000 websites for professional sports, venues, entertainment and hospitality organizations. Infinity provides a professional web presence from custom back-end system, online commerce for merchandise, live auctions, email marketing, social networking, social media, to video & audio streaming,

Utilizing traditional business practices with breakthrough technology, Infinity's goal is to add additional revenue streams and create broader opportunities for athletes, sports organizations and venues worldwide. For more information, please visit www.createdbyinfinity.com.

About IRG

IRG Sports + Entertainment TM (IRGSE) is a leading marketer and promoter of sports and live entertainment experiences in the United States, Canada and Australia. The IRGSE portfolio stretches across predominant automotive tracks and facilities such as CIR, PBIR, MIR and more. Owned and operated since January 2013 by IRGSE, IHRA is one of the world's largest motorsports sanctioning bodies. The organization manages a national drag racing series and sanctions more than 100 motorsports facilities in the U.S., Canada and Australia and has more than 13,000 racers of all skill levels as members.

IRGSE's subsidiaries now promote more than 1,150 motorsports, live entertainment and corporate events annually at its venues and within its series. IRGSE is also partnered with TEN: The Enthusiast Network and host national events at IRGSE properties such as the Super Chevy Show, the largest automotive show in the world.

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