



MAVTV Canada & Lucas Oil Products Team Up with Canadian Motorsport Hall of Fame

Toronto, Canada (September 22, 2015) — MAVTV™ Motorsports Network and Lucas Oil Products are proud to announce they have signed on to be the Presenting Sponsors for the 21st annual *Canadian Motorsport Hall of Fame (CMHF) Gala*.

This year's event will take place Saturday, October 17 at the Glenn Gould Theater in the Canadian Broadcasting Corporation (CBC) building in Toronto. Please visit www.cmhf.ca for more details.

"We are honored to be a part of this year's CMHF ceremonies and to celebrate the wealth of world-class talent Canada has to offer in the motorsports industry," commented Mike Garrow, General Manager of MAVTV Canada. "In addition, Sir Jackie Stewart—a famed Formula One driver—will be inducted into the CMHF International division. This further demonstrates the importance Canadian-hosted events have and will continue to play on the world motorsports stage."

"As MAVTV prepares to bring its unparalleled line-up of exclusive motorsports racing programming into the Canadian market, we are honored to be a part of the 21st annual Canadian Motorsport Hall of Fame Gala, recognizing the rich history of motorsports in Canada. Like the CMHF, MAVTV and Lucas Oil are committed to all things motorsports," said Bob Patison, president of MAVTV.

“We view this valuable partnership as major step forward in the continuing development of the CMHF, and we are delighted to welcome aboard both Lucas Oil Products, a global leader in high performance oils, fuel treatments and problem solving additives, and MAVTV, the destination for motorsports,” said Dr. Hugh Scully, chairman of the Canadian Motorsport Hall of Fame.

The Canadian Inductees include stock car legend Don Thomson Jr., Indy Car and Canadian NASCAR series driver Alex Tagliani (the only Canadian to win the pole at the Indy 500), the late John Chisholm, motorsport builder and also a member of the Maritime Motorsport Hall of Fame, and Ralph Luciw, developer of the Honda Michelin series, racer as well as a dedicated manager of the CMHF for many years.

The event includes theatre-style ceremonies and the post-ceremony reception, where inductees and other stars will be available for a meet-and-greet, as well as signing autographs. Please visit www.cmhf.ca for tickets and other details The Canadian Motorsport Heritage Foundation (CMHF) is a not-for-profit charitable institution with a mandate to honour and recognize those who have made significant contributions to the sport in Canada. The Canadian Motorsport Hall of Fame operates under the umbrella of the Canadian Motorsport Heritage Foundation.

The CMHF is led by a Board of Directors comprised of internationally recognized business people and motorsport enthusiasts, and chaired by Dr. Hugh Scully.

MAVTV Canada is controlled by Anthem Sports & Entertainment Corp.

For more details, please visit www.mavtv.ca, follow us on Twitter [@MAVTVCA](https://twitter.com/MAVTVCA) and Like Us on Facebook at Facebook.com/MAVTVCanada.

About Anthem Sports & Entertainment Corp.

Anthem Sports & Entertainment Corp. is a global leader in operating targeted specialty television channels on linear, digital and mobile platforms with offices and studios in

New York, Toronto, Las Vegas and Los Angeles. In addition to [MAVTV Canada](#) (launching soon) in a partnership with Lucas Oil Products, Anthem's portfolio includes [Fantasy Sports Network \(FNTSY\)](#), [RotoExperts.com](#), a leader in fantasy sports content, [DailyRoto.com](#), the most comprehensive and far-reaching daily fantasy sports website, and [Fight Network](#), the world's premier combat sports channel now broadcasting in the U.S., Canada and over 30 other countries. Anthem also has a significant ownership interest in [Pursuit Channel](#), one of the top outdoor channels in the U.S. available in over 40 million homes, and it owns [SportsGrid.com](#), a leader in general sports entertainment commentary. Anthem has also partnered with Lucas Oil Products to launch [MAVTV Canada](#), a 24-hour destination channel for all things motorsports in the Canadian market.

About Lucas Oil Products

Lucas Oil Products, Inc., is the world leader in the production of high performance oils, fuel treatments and problem solving additives with the largest variety of shelf products of any oil company in the United States. Lucas Oil's premium formulations are marketed worldwide and retail at more than 40,000 auto parts stores across the nation and at virtually every truck stop in America.

About MAVTV

Owned and operated by Lucas Oil Products, MAVTV is a television network with its roots deep in the automotive world. MAVTV offers an unparalleled line-up of exclusive motorsports, that includes prestigious events such as the Chili Bowl, The AMA Pro Motocross series, the Lucas Oil Challenge Cup and NHRA Drag Racing. But MAVTV goes far beyond the national mainstream events and also covers multitudes of grassroots series' from across the globe: Drag boats, sprint boats, drag racing, pro pulling, rally racing, drifting, dirt racing, ice racing and everything in between.

For More Information Please Contact:

Canadian Motorsport Heritage Foundation (CMHF)

Sid Priddle

sidpriddle@outlook.com

705 737 5986

MAVTV Canada

Mike Garrow, General Manager

mgarrow@mavtv.ca

(416) 894-7737

MAVTV and Lucas Oil

Stuart Rowlands, PR

stuart@stuartrowlandspr.com

(323) 850-1088