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**FOR IMMEDIATE RELEASE**

**COBB THEATERS TO ANCHOR DAYTONA LIVE!**

**DAYTONA BEACH, Fla. – April 21, 2008- International Speedway Corporation (NASDAQ Global Select Market: ISCA; OTC Bulletin Board: ISCB) (“ISC”), The Cordish Company and Cobb Theatres** announced today the addition of Cobb Theatres’ Daytona Live 14 & CINEBISTRO to the new Daytona Live! mixed-use district located adjacent to the Daytona International Speedway.

“Daytona Live! will be a world-class retail, dining and entertainment district and we are thrilled to add our next generation theater experience to the district,” said Jeremy Welman, chief operating officer of Cobb Theatres. “Our theater will have something for everyone. Families can come and enjoy the first rate accommodations in the traditional theater setting, while others can enjoy a more intimate upscale experience in the loge level.”

The 65,000 square foot theater will feature 14 screens featuring digital projection with 3D capabilities, stadium seating and a loge level providing 350 reserved premium seats and a full-service restaurant & bar area. The theater will include a large lobby and box office, expanded snack bar menu, interactive video games, birthday party rooms and extra large chairs. The premium loge level will offer reserved seating in six of the largest auditoriums and includes oversized premium style leather “love seats,” and in-seat service for food and beverages. Concierge service will be offered to customers to assist in arranging parties and events in the facility.

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Brian Wilson, vice president of corporate development, of ISC, added, “Daytona Live! has received terrific support from the community. We are proud that Cobb Theaters will anchor our development and serve as the movie destination for the region. Their association with Daytona Live! further enhances the reputation of our project and is a testament to the high-caliber entertainment, shopping and dining establishments we are planning to bring to Daytona Beach.”

“Daytona Live! will set the bar for entertainment in the Daytona Beach region and Cobb Theaters is setting the standard in the movie theater industry,” enthused Joe Weinberg, principal in The Cordish Company. “Daytona Live! will be a huge attraction for the regional residential population as well as tourists to Daytona Beach and we are thrilled to have Cobb Theaters be a major part of this significant project for the region.”

### **Cobb Theatres**

Cobb Theatres is based in Birmingham Alabama and has an 87 year tradition in the motion picture exhibition arena. Cobb Theatres currently operates 166 screens in the Southeastern United States and has another 89 in development. Cobb is a progressive innovator in the out of home entertainment arena, offering great family entertainment venues as well as the new Cinebistro a fully integrated premium cinema and restaurant concept. Please visit us at [www.cobbtheatres.com](http://www.cobbtheatres.com) for additional information and a location near you.

### **International Speedway Corporation**

International Speedway Corporation is a leading promoter of motorsports activities, currently promoting more than 100 racing events annually as well as numerous other motorsports-related activities. The Company owns and/or operates 13 of the nation’s major motorsports entertainment facilities, including Daytona International Speedway® in Florida (home of the Daytona 500®); Talladega Superspeedway® in Alabama; Michigan International Speedway® located outside Detroit; Richmond International Raceway® in Virginia; Auto Club Speedway of Southern California<sup>SM</sup> near Los Angeles; Kansas Speedway® in Kansas City, Kansas; Phoenix International Raceway® in Arizona; Chicagoland Speedway® and Route 66 Raceway<sup>SM</sup> near Chicago, Illinois; Homestead-Miami Speedway<sup>SM</sup> in Florida; Martinsville Speedway® in Virginia; Darlington Raceway® in South Carolina; and Watkins Glen International® in New York. In addition, ISC is a limited partner with Group Motorisé International in the organization and promotion of certain events at Circuit Gilles Villeneuve in Montreal, Canada.

The Company also owns and operates MRN® Radio, the nation's largest independent sport radio network; the Daytona 500 Experience<sup>SM</sup>, the “Ultimate Motorsports Attraction” in Daytona Beach, Florida, the official attraction of NASCAR®; and Americrown Service Corporation, a subsidiary that provides catering services, food and beverage concessions, and produces and markets motorsports-related merchandise. In addition, ISC has an indirect 50 percent interest in a business called Motorsports Authentics®, which markets and distributes motorsports-related merchandise licensed by certain competitors in NASCAR racing. For more information, visit the Company's Web site at [www.iscmotorsports.com](http://www.iscmotorsports.com).

**The Cordish Company**

The Cordish Company ([www.cordish.com](http://www.cordish.com)), now in its fourth generation of family ownership, is a multi-billion dollar conglomerate including one of the leading real estate development companies in the United States. The company has diverse development expertise with divisions focused on Entertainment & Mixed-Use, Gaming & Lodging, Sports Anchored Districts, Shopping & Lifestyle Retail, Office and Residential. The Cordish Company also owns and manages a diverse group of operating businesses, ranging from restaurants/clubs to live music promotion to film/media distribution. The company values itself on the quality of its operations, its long-term relationships, and high level of integrity in all of its endeavors.

The Cordish Company is the largest and most successful developer of entertainment districts and concepts in the United States. In particular, the company has unparalleled experience in creating and revitalizing high-profile destinations in urban core locations. Many of the Cordish Company's projects involve public/private partnerships and are of unique significance to the cities in which they are located. Prime examples are the company's prominent role in the redevelopment of four highly successful projects in Baltimore's world-famous Inner Harbor; Atlantic City, NJ; Hollywood, FL; Charleston, SC; Houston, TX; Louisville, KY; and Tampa, FL. The company currently has over one billion dollars in construction focusing primarily on Sports Anchored Districts.

The Cordish Company has received the highest possible national awards in its various areas of expertise. In real estate, the Cordish Company has received an unprecedented six Urban Land Institute Awards of Excellence.

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