



International Speedway Launches Newly Redesigned Web Site - The One Stop Destination For All ISC Facilities And Events

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DAYTONA BEACH, FLORIDA - November 13, 2000 - International Speedway Corporation ("ISC") (Nasdaq/NM: ISCA; OTC Bulletin Board: ISCB), a leader in motorsports entertainment, announced the launch of its state-of-the-art, newly redesigned web site for motorsports enthusiasts, www.iscmotorsports.com. Created in conjunction with Hydrogen Media, based in St. Petersburg, Florida, ISC's innovative "one click, one door access" initiative will serve as the definitive one-stop Internet destination for all ISC facilities and events.

The redesign will serve 13 of ISC's motorsports facilities including historic Daytona International Speedway and Talladega Superspeedway, as well as the Company's ancillary businesses including MRN, the nation's largest independent sports radio network. Through visiting the site, motorsports fans will have access to comprehensive, up-to-date information about ISC facilities, current race events, historical data and valuable resources relating to ISC facilities and businesses.

The launch of ISC's redesigned site demonstrates the Company's dedication to providing fans new and exciting user-friendly features via the Internet, as well as its commitment to building membership and increasing traffic to the site. Exciting new and upgraded features of the web site include expanded content and consistent navigation as well as improved functionality and new streamlined capabilities. Other features include the enhanced on-line store, interactive fan polls, an exclusive "members only" section, the "On the Road with MRN" radio program, and technological advances such as games, the IPIX gallery, photos and multimedia.

"Our new design reaffirms our commitment to keeping ISC at the forefront of Internet technology and innovation within the industry," said Lesa Kennedy, ISC Executive Vice President. "Our goal is to provide our fans with more efficient access to the most up-to-date information on events taking place at our facilities, while driving traffic to the site and increasing revenue opportunities through online ticket and souvenir sales. We're delighted to continue to ensure that the site evolves with the growing sophistication of the online consumer marketplace." International Speedway Corporation is a leading promoter of motorsports activities in the United States, currently promoting more than 100 events annually. The Company owns and/or operates 11 major motorsports facilities, including Daytona International Speedway in Florida (home of the Daytona 500); Talladega Superspeedway in Alabama; Michigan Speedway located outside Detroit, Michigan; California Speedway near Los Angeles, California; Homestead-Miami Speedway in Florida; Phoenix International Raceway in Arizona; Richmond International Raceway in Virginia; Darlington Raceway in South Carolina; North Carolina Speedway in Rockingham, North Carolina; Watkins Glen International in New York, and Nazareth Speedway in Pennsylvania. In addition, the Company is developing a superspeedway in Kansas City, Kansas. Other track interests include the operation of Tucson (Arizona) Raceway Park and an indirect 37.5% interest in Raceway Associates, LLC, which owns the Route 66 Raceway and is developing a superspeedway in the Chicago area.

The Company also owns and operates MRN Radio, the nation's largest independent sports radio network; DAYTONA USA, the "Ultimate Motorsports Attraction" in Daytona Beach, Florida, the official attraction of NASCAR; Americrown Service Corporation, a provider of catering services, food and beverage concessions, and merchandise sales, and Motorsports International, a producer and marketer of motorsports-related merchandise. For more information, visit the Company's Web site at www.iscmotorsports.com.

Statements made in this release that state the Company's or management's beliefs or expectations and which are not historical facts or which apply prospectively are forward-looking statements. It is important to note that the Company's actual results could differ materially from those contained in or implied by such forward looking statements. Additional information concerning factors that could cause actual results to differ materially from those in the forward looking statements is contained from time to time in the Company's SEC filings including but not limited to the 10-K and subsequent 10-Q's. Copies of those filings are available from the Company and the SEC.

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