



2012 MARKS THE 30TH ANNIVERSARY OF MONSTER JAM[®] ICON - GRAVE DIGGER[®]

*Advance Auto Parts Monster Jam roars into New Season with Grave Digger Celebration
30 Years in the Making!*

Aurora, Ill – December 13, 2011 – Feld Motor Sports[®] is honoring the 30th anniversary of Grave Digger[®] in 2012 with a year-long celebration that Advance Auto Parts Monster Jam[®] fans will not want to miss. The entire Grave Digger race team, including creator Dennis Anderson, will be commemorating the 30 year history as the most celebrated Monster Jam monster truck of all time. Grave Digger has entertained millions of fans worldwide and has hundreds of racing and freestyle wins – including four Monster Jam World FinalsSM championships.

Highlighting the Grave Digger 30th Anniversary celebration, which starts in January, will be three specially designed Grave Digger monster trucks, a traveling fan experience, limited edition merchandise, and interactive promotions. Monster Jam fans can get up close to the newly designed versions of Grave Digger and participate in the traveling Grave Digger 30th Anniversary Experience, as part of the Monster Jam pre-show Party in the Pits. The Grave Digger 30th Anniversary Experience, which will tour to all Monster Jam events in which Grave Digger will be performing, features a historical timeline from Grave Digger's humble beginning to its rise in popularity, exclusive vintage attractions, limited edition merchandise like the Grave Digger 30th Anniversary DVD, broadcasts of thrilling moments from Monster Jam events spanning three decades, and more!

Also part of the celebration is a full line of exclusive limited edition Grave Digger 30th Anniversary merchandise available at mass retail outlets where Monster Jam products are sold.

“It is such an honor and a privilege to celebrate the 30th Anniversary of Grave Digger in 2012 with the millions of Monster Jam fans around the globe,” said Dennis Anderson, Grave Digger creator and driver. “The Grave Digger racing team has been bad to the bone for 30 years, and we are excited to show off these special edition 30th Anniversary monster trucks and celebrate with the fans at the Grave Digger 30th Anniversary Experience inside the Monster Jam Party in the Pits.”

Monster Jam partners like K'NEX construction toys also are paying homage to Grave Digger's 30th anniversary by completing a massive top-secret project with a group of talented builders at Royal British Legion Industries (RBLI) based in the United Kingdom. The project dubbed BIG BUILD will be revealed in early 2012. BIG BUILD took the team at RBLI more than 300 hours over the course of three months to construct by hand and used more than 700,000 K'NEX pieces. This week the BIG BUILD began its trans-Atlantic pilgrimage from RBLI

headquarters in Kent, on England's southeastern coast, to the United States in preparation for its official unveiling at the beginning of January.

"Grave Digger has spent 30 year entertaining Monster Jam fans, and we will pay special tribute to its place in the history books by honoring the legendary monster truck throughout the 2012 season," said Charlie Mancuso, president, Feld Motor Sports. "It's not only a celebration of Grave Digger, but it's more importantly a celebration of the millions of Monster Jam fans around the world who have supported Grave Digger through the years."

No stone has been left unturned for fans to join in the celebration and all of the fun and excitement of the 30-year history of Grave Digger. Monster Jam fans can get their first sneak peak of the Grave Digger 30th Anniversary celebration on December 24th with the Monster Jam television special airing on CBS, which will provide highlights of 2011 Advance Auto Parts Monster Jam season along with exclusive Grave Digger 30th Anniversary features. Interactive promotions for Grave Digger fans also can be found on MonsterJam.com and Monster Jam's Facebook Fan page.

Tickets are available today at www.MonsterJam.com. Stay tuned for upcoming Grave Digger 30th Anniversary announcements at www.facebook.com/mjonline, and www.twitter.com/monsterjam.

About Feld Motor Sports[®]

Feld Motor Sports[®], Inc. is the world leader in specialized arena and stadium-based motor sports entertainment. Feld Motor Sports, Inc. productions include Advance Auto Parts Monster Jam[®], Monster Energy Supercross, AMA Arenacross Series, Nuclear Cowboyz[®], and IHRA[®] Nitro Jam[®]. Feld Motor Sports, Inc. is a division of Feld Entertainment, the world's largest producer of live family entertainment. For more information on Feld Entertainment, visit www.feldentertainment.com.

About K'NEX Brands

Founded in 1992, K'NEX Brands, the world's most innovative construction toy company, was established to make and sell what has become one of the world's leading integrated construction systems for children. Winner of over 200 international awards and recognitions, K'NEX is America's [building toy](#) company focused on [Building Worlds Kids Love](#), and encourages youngsters to "imagine, build and play." Since 1992, The Rodon Group, a subsidiary of K'NEX Brands, L.P., has manufactured over 30 billion parts for the K'NEX building toy system. For more information, please visit www.knex.com or www.rodongroup.com.