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For Immediate Release
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LSRTV ACQUIRES BROADCASTING RIGHTS OF PTRTV

Integrity Racing League and American Sim Racing Series Join LSRTV's Lineup of Action-Packed Racing

CONCORD, N.C. – LiveSimRacing TV, LLC. [LSRTV] has acquired the broadcasting rights of Prime Time Racing TV [PTRTV], effective immediately. The acquisition merges both the racing assets and clientele of PTRTV into LSRTV, with PTRTV to be phased out as a live broadcaster later this summer.

The staff from PTRTV will move two of their weekly broadcasts to LSRTV starting this evening: the Integrity Racing League and the American Sim Racing Series. The Hardline Racing League will continue to air on PTRTV until August 24th. Their season finale will be broadcast on LSRTV on August 31st. Every PTRTV race broadcasted on LSRTV will be branded as "PTRTV on LSRTV" until August 31st, at which point PTRTV will cease to be a live race broadcaster.

From August 31st on, PTRTV will transition from a live broadcaster to an entertainment-focused channel. "The Racer's Mind", PTRTV's podcast-style show, will continue to be broadcast on their YouTube channel, and other racing-related content will be added to PTRTV's lineup in the future.

PTRTV owners Corey Silva and Brandon Krutz are excited for the opportunity to work on a closer level with LSRTV. "I think it will be a great opportunity for both PTRTV and LSRTV," Krutz said. "With broadcasting as big as it is today, it's really hard to grow a channel out to be large or successful. I think this is the best decision and I feel fortunate that LSRTV has granted us this opportunity." Silva added: "To be able to produce high-quality broadcasts for the large audience that LSRTV has built over the years is an exciting opportunity for PTRTV."

LSRTV Executive Producer Cisco Scaramuzza is also ready for the new challenge. "It's going to be very beneficial for us as a channel beyond just the expanded staff. We will have new opportunities to expand what our channel can do, and we are looking forward to working closer with Integrity Racing League and ASRS to help expand the programming offered on LSRTV. This is an investment into our staff, our company, and our future."

About LSRTV:

LiveSimRacing TV, LLC. (LSRTV) is the premier broadcaster of oval racing events on iRacing, the world's leading online racing simulation. LSRTV is responsible for over 1,000 hours of live content per year, including action from the Full Throttle Cup Series powered by English Auto, LLC, the CARS eSport Tour, the Upstate Racing League, the Superspeedway Cup Series, and the United Sim Racing Truck Series. In 2017, LSRTV garnered more than 245,000 views across its channels while bringing the excitement of sim racing to YouTube, Facebook and iRacing Live. For more information about LSRTV, visit their website at www.livesimracing.com and on Twitter at twitter.com/LSRTV.