



Lowe's Motor Speedway Teams with TicketsNow.com to Sell Exclusive NASCAR Packages

Newly Released Luxury Suites at Lowe's Motor Speedway Offer Fans "The Ultimate Racing Experience"

CONCORD, NC and CRYSTAL LAKE, IL ([PRWEB](#)) April 26, 2004 -- TicketsNow.com has teamed with Lowe's Motor Speedway to become the primary seller of exclusive Luxury Suite and Terrace Box Seat packages for the NEXTEL All-Star Challenge (5/22), CARQUEST Auto Parts 300 (5/29), and Coca-Cola 600 (5/30).

"We are very excited about our partnership with Lowe's Motor Speedway," said Mike Domek, TicketsNow.com President. "As the Internet's premier source for preferred seating to any major event, TicketsNow.com has the experience and the resources to help increase awareness of the availability and affordability of these one-of-a-kind racing packages."

Each VIP package includes an individual seat in a climate-controlled Luxury Suite or open-air Terrace Box, a Showcase Buffet, soft drinks, closed-circuit television, and pre-race pit access. Luxury Suite packages also include a cash bar and wait staff.

"Spectator comfort is a high priority for us here at Lowe's, and our Terrace Boxes and Luxury Suites put racing fans in some of the best seats in the house," said Dan Farrell, Lowe's Motor Speedway V.P. of Sales and Marketing. "By teaming with TicketsNow.com we are able to offer these exclusive packages to a much larger audience of NASCAR enthusiasts."

Luxury Suite and Terrace Box Seat ticket packages are limited and available online at www.TicketsNow.com or by calling 1-800-927-2770. With each Lowe's Motor Speedway package purchase, TicketsNow.com will include a \$50 gift certificate valid on any future order.

"It's an honor to be teamed with one of the foremost racetracks in the country," said Domek. "TicketsNow.com is proud to provide Lowe's Motor Speedway and racing fans a new ticketing choice for three of NASCAR's hottest events."

TicketsNow.com is the nation's largest and most secure marketplace for premium event seating and tickets. Providing safe, easy, and convenient ways to purchase tickets, 24/7, TicketsNow.com offers consumers access to the largest nationwide database of sports, concert, and theater tickets. Established in 1999, TicketsNow.com is a member of the Better Business Bureau and a founding member of the NATB, which was organized to promote the highest level of ethics in the secondary ticketing marketplace. For more information, visit www.TicketsNow.com

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Contact Information

Jennifer Swanson

TICKETSNOW.COM

<http://www.TicketsNow.com>

800-927-2770

Online Web 2.0 Version

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