



Idea Sports Entertainment Group Acquires ``America's Top Driver Racing Series'' from New York-based The Adler Group

Series Begins Search for "America's Top Driver", One Million Dollar Grand Prize To Be Awarded in Addition to a 3-Race Professional Racing Contract

LAKE CITY, SC ([PRWEB](http://www.prweb.com)) December 1, 2004 -- Adding to the stable of entertainment-based projects, Idea Sports Entertainment Group, Inc. (OTCBB:ISPO - News; "Idea"), announced today that it has purchased the rights to "America's Top Driver(TM)" racing series from New York-based, The Adler Group.

Idea Chairman and CEO, William C. Morris commented, "We're excited about acquiring this, the America's Top Driver Racing Series, which will be the cornerstone of our motorsports-entertainment division. We are also currently in negotiations to acquire additional motorsports, sports, and entertainment projects from Lenny Adler and The Adler Group."

Idea is currently accepting qualified applications on the America's Top Driver website: (www.americastopdriver.com). Information regarding the series, and application guidelines are also available on the website. Additional information relating to America's Top Driver Racing Series will be posted on the website as it becomes available.

America's Top Driver will be administered by Idea Management Group, a wholly owned subsidiary of Idea Sports Entertainment Group, Inc.

About America's Top Driver

America's Top Driver will combine the excitement of motorsports, with a unique made-for-television entertainment platform as it searches for the next race car driver to get a shot at the big time, and a chance at a \$1,000,000.00 (\$1 million) grand prize, and a 3-race professional racing contract. Joined by current and former motorsports greats, America's Top Driver will hit all demographic groups as it gives talented young men and women the opportunity to prove themselves on the race track, and earn the title "America's Top Driver".

About Idea Sports Entertainment Group, Inc.

Idea Sports Entertainment Group, Inc. is a sports and entertainment marketing and management company dedicated to developing undervalued sports and entertainment properties and discovering niche opportunities to serve underdeveloped market segments. Idea Sports Entertainment Group, Inc. through various partnerships, and wholly owned affiliates, is a creator and developer of entertainment content focusing on sports and general entertainment properties. Its current project base includes motion pictures, television/radio, publishing, sports properties, licensed merchandise, direct-to-retail videos, and international entertainment.

The Idea group is based corporately in Lake City, South Carolina, with regional offices in Charlotte, NC, New York, NY, Atlanta, GA. It also plans to establish an office in Los Angeles, CA in the near future. All the activities of the projects and the administrative and accounting functions of the company are managed by Idea Management Group, Inc., which is a wholly owned subsidiary of Idea Sports Entertainment Group, Inc.

Forward-looking Information:

This news release contains forward-looking statements regarding the Company's business and operations. There are many factors that affect future events and trends related to the Company's business. These factors involve



certain risks and uncertainties that could cause actual results or events to differ materially from management's views and expectations. Inclusion of any information or statement in this news release does not necessarily imply that such information or statement is material. The Company does not undertake any obligation to release publicly revised or updated forward-looking information. Such information included in this news release is based on information currently available and may not be reliable after this date.

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To learn more about Idea Sports Entertainment Group, Inc. please visit www.ideaseg.com

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