



Cup Scene Daily Announces Bold National Marketing Plan - Plans for Internet to Print by Q4 Revealed: Daytona Testing Coverage to Include Daily Audio Reports

The Cup Scene Daily, (cupscene.com), the worlds first daily e-newspaper devoted exclusively to NASCAR NEXTEL Cup racing, has announced plans for a bold new National Marketing campaign and revealed the intention to transition from internet to print by Q4 2005.

([PRWEB](#)) January 11, 2005 -- The Cup Scene Daily, (www.cupscene.com), the worlds first daily e-newspaper devoted exclusively to NASCAR NEXTEL Cup racing, has announced plans for a bold new National Marketing campaign and revealed the intention to transition from internet to print by Q4 2005.

“After five years the site has grown to the point that we are now prepared to make a statement on a National level,” said Greg Engle, editor in chief of the Cup Scene Daily and president of A&J Racing Enterprises Inc., parent company of the Cup Scene.

As the first step in this plan, the Cup Scene will be onsite to cover the first round of NASCAR NEXTEL Cup testing at the Daytona International Speedway beginning this week.

With a daily “blog” as well as audio reports from the “World Center of Racing”, the Cup Scene Daily will provide coverage to its readers unprecedented in the five-year history of the publication.

“For the first time we’ll be able to talk directly to the drivers and teams about their off season and their plans for the upcoming 2005 NASCAR NEXTEL Cup season,” said Engle.

The audio reports as well as the Daily reports will be available to any interested media outlet. Permission for use as well as a discounted rate sheet is available by contacting the editor at: greg@cupscene.com.

Later in the month, the Cup Scene will be a part of the annual Media tour in Charlotte North Carolina, sponsored by Lowe’s Motor Speedway.

Engle, who is in the process of retiring from the US Army after 23 years of military service, went on to say:

“We will to able to provide our readers an inside look at the teams and shops of the series as well as give a preseason warm up before the 2005 Daytona 500 in February.”

“All in all our coverage of the NASCAR NEXTEL Cup season in 2005 will be the most extensive ever, culminating with the debut of the weekly print version of the Cup Scene by the fourth quarter of 2005.”

“2005 will be the year the Cup Scene Daily becomes the fans source for daily NASCAR news.”

Contact Info:

Greg Engle

Editor Cup Scene Daily

<http://www.cupscene.com>



greg@cupscene.com

###

**Contact Information****Greg Engle**

A&J RACING ENTERPRISES

<http://www.cupscene.com>

321-246-5801

Online Web 2.0 VersionYou can read the online version of this press release [here](#).