

AIS Media Announces the Launch of the P1 Groupe Motorsports Website

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Agency: **Strategic Vision**

Atlanta, GA/May 01, 2009 – AIS Media, Inc., announces the launch of the P1 Groupe's website (p1groupe.com). P1 Groupe is a premiere Motorsports Management company responsible for matchmaking professional motorsports drivers and teams with their sponsors--some of the biggest brands across the globe. P1 Groupe will officially unveil the website at a press conference this weekend at the next round of the Grand-Am Rolex at the Verizon Wireless 250 race in Millville, New Jersey.

"Winning in motorsports requires a comprehensive Interactive marketing strategy," said Eric Burch, President of P1 Groupe, "That is why we chose AIS Media to implement the P1 Groupe website. Not only is the AIS Media team creative, thorough, and ultra professional, they share my company's vision and passion for helping clients win.

"AIS Media delivered ahead of schedule an incredible website that is well designed, user friendly, fresh, and interactive, far exceeding our expectations," Burch continued, " We are very excited to unveil P1Groupe.com at the New Jersey Race this weekend--we will put our best foot forward both on the track and on the web!"

"I am very pleased with the Interactive strategy and web development AIS Media provided for P1 Groupe," said Thomas Harpointner, CEO of AIS Media. The end result for P1 is exposure that generates tangible and measurable results in terms of increased awareness, credibility, and sales. Teams and sponsors can no longer afford to 'just be on the track', the race continues online long after the cars have cooled down."

P1 Groupe will officially unveil their new website www.p1groupe.com at the next round of the Grand-Am Rolex series taking place this weekend, May 1-May 3, 2009 at the Verizon Wireless 250 race in Millville, New Jersey's Thunderbolt Raceway - New Jersey Motorsports Park where both AIS Media and P1 Groupe will bare their logos on sponsored cars: #21 MCM Racing / Battery Tender Pontiac GTO-R and #31 Porsche 997 GT3 Cup.

Check your local broadcast of the Verizon 250 in New Jersey by visiting: SpeedTV.com

To learn more about the Grand-Am Rolex Motor Series visit: www.grand-am.com, www.p1groupe.com, www.mcmracing.com, www.speedtv.com, www.aismedia.com.

Founded in 1997, AIS Media is an Interactive marketing and web services company that provides businesses award-winning web site development, email marketing, lead generation, e-commerce and search engine marketing services. The company has developed a suite of Web-based applications under the proprietary "Excerpto" brand, which focuses on email marketing and e-commerce. AIS Media's solutions are available directly and through its global network of certified partners. For more information, visit: www.aismedia.com.

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