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FOR IMMEDIATE RELEASE

Daystar TV Signs On As Primary Sponsor of NASCAR's Golden Gate – Richard Childress No. 21 Racing Team: Network Steps Up Sponsorship of Driver Blake Koch for 2010

DALLAS, Jan. 28, 2010 – Daystar Television Network, the fastest-growing faith-based network in the world, has signed on as the new primary sponsor for the Golden Gate – Richard Childress Racing Development Team for the 2010 NASCAR K&N Pro Series (formerly known as the Camping World Series). Daystar is stepping up its role from associate sponsor to primary sponsor of the newly designed No. 21 Chevrolet that will be driven by Blake Koch for a second season.

“Daystar is pleased to be able to sponsor Blake Koch and the Golden Gate – Richard Childress Racing No. 21 team for 2010,” said Marcus Lamb, founder and CEO of Daystar Television Network. “The outreach the team is doing over the course of the season at race tracks across America will reach people who possibly wouldn’t normally hear the message of Jesus Christ, just like we do here at Daystar every day through television. We look forward to witnessing the team’s continued pursuit of excellence in the field, as we here at Daystar continue to deliver excellence in television.”

Daystar Television Network seeks out every available means of distribution to a world in need of hope. Through its multicultural contemporary programming Daystar is reaching an entirely new generation of viewers and changing lives daily.

“We feel a calling to spread the Gospel in out-of-the-box alternative ways to reach the unsaved right where they are and this is one means to do that,” said James Barnes, Director of Marketing for Daystar Network.

The television network is an Emmy award-winning, faith-based network dedicated to spreading the gospel through its Christ-centered programming that reaches 81 million homes in the United States and 670 million homes globally.

“I speak on behalf of the entire Golden Gate – Richard Childress Racing Team when I say how excited we are to have the Daystar Network as our new primary sponsor for the 2010 NASCAR season,” said Jim Offenbach, owner of the Golden Gate Racing Team. “Both Richard Childress and I love the message they bring along with the outreach in these times when we all need some Christian guidance.”

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The team is now preparing for the Toyota All-Star Showdown in Irwindale, Calif., this weekend, which will be followed by their quest towards the 2010 NASCAR K&N Pro Series championship. Together with their partners at Daystar, the team will face a new season of opportunities and challenges.

“When you drive one of these cars, I don’t know how you could not be close to God,” Blake Koch said. “Every time I climb in the car I pray and I ask God to drive this car through me, through my hands, my feet and in my heart, and I just ask him to put this car where he wants it to be.”

The 24-year-old driver and devoted believer recognizes the importance of a quality faith-based source of entertainment like the Daystar Network. As he enters his sophomore NASCAR season, Koch looks forward to having Daystar as the primary sponsor of the Golden Gate Racing Team.

“The new Daystar sponsorship is just awesome,” Koch said. “I was excited last year to have them as an associate sponsor and having them as the primary sponsor of the Golden Gate Racing Team No. 21 Chevrolet is huge. They reach so many people and impact so many lives. I am really excited to be a part of that.”

The new Daystar sponsored NASCAR will be showcased, along with an interview of Blake Koch by Marcus and Joni Lamb, on the Daystar original program “Celebration,” on February 4. For more information, visit www.Daystar.com

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Note to Editors: For more information about Daystar Television Network please visit www.alrcnewsKitchen.org/daystar. To arrange an interview please contact Julie Shutley at 972.267.1111 or via e-mail at jshutley@alarryross.com.