



MEDIA INFORMATION

FOR IMMEDIATE RELEASE
Thursday, July 24, 2014

FOX SPORTS DELIVERS 23 HOURS OF LIVE, MULTI-PLATFORM COVERAGE FROM SECOND ANNUAL 'HOT AUGUST NIGHTS' AUCTION PRESENTED BY BARRETT-JACKSON

\$100,000 Barrett-Jackson Cup, One-of-a-Kind Cars, Fantasy Bid Highlight Three Days of Hot-Rodder Heaven

Bob Varsha leads a seven-member broadcast team as FOX Sports delivers 23 hours of live, multi-platform coverage across three networks from the Second Annual Hot August Nights Auction presented by Barrett-Jackson in Reno, Nev., beginning Thursday, July 31 (7:00 PM ET) on FOX Sports 1.

"The evolution of car collecting into a mainstream hobby has been accelerated by our live television coverage over the years," said Craig Jackson, chairman and CEO of Barrett-Jackson. "Our broadcasts give consignors the largest possible market for their cars while providing bidders unprecedented access to the best vehicle selection possible. Once people sample Barrett-Jackson automotive lifestyle experiences from the comfort of their living room on FOX Sports, they want to enjoy the full throttle events in person."

Varsha is joined by the experienced FOX Sports Barrett-Jackson television team of Mike Joy, Steve Magnante, Ralph Sheheen, April Rose, Justin Bell and Tom Jensen.

"Many years ago, Barrett-Jackson created a whole new model when it comes to the collector car auction as family entertainment," said Varsha, who has covered every Barrett-Jackson Auction since 2001. "Sure, it's all about buying and selling cool cars, but whereas the auction process was once, and in many cases still is, formal and inaccessible by the larger car enthusiast public, Barrett-Jackson turned the auction into an affordable and welcoming event; a festival with a car-culture theme. The relationship with the FOX family of networks that began nearly two decades ago brought that Barrett-Jackson formula to a larger audience, and the rest is history.

"At the same time, the folks in Reno-Tahoe, famed as 'The Biggest Little City in the World,' built up what you might call 'The Biggest Little Cruise-In in the World,' with thousands of fabulous vehicles on display, cruising, and even racing," Varsha added. "Bringing Barrett-Jackson and Hot August Nights together has created an event for the car enthusiast that can't be found

anywhere else and certainly has to be seen to be believed. That's where we come in as a band of car-crazy TV gypsies."

Barrett-Jackson's second event from Reno – held July 31-Aug. 2 – is available on channels including FOX Sports 1, FOX Sports 2 and the National Geographic Channel. In addition, FOX Sports GO, the app that provides live video of FOX Sports content at home or on the go, offers live streaming coverage of Barrett-Jackson. In addition, FOXSports.com offers social media connectivity, editorial, video clips and photo galleries.

With more than half a million auto enthusiasts on-hand, Barrett-Jackson sweetens the pot, offering cash and prizes totaling \$100,000, as the world's greatest custom car builders battle it out for the Barrett-Jackson Cup, which includes the prestigious trophy, \$30,000 in cash, a General Motors crate engine and transmission, as well as additional products.

"We're looking forward to integrating coverage of the Barrett-Jackson Cup into our live auction telecast," said Executive Producer Rick Miner. "The daily finalists are selected in downtown Reno and we will provide coverage of each day's finalists. Saturday's judging of the 25 daily finalists results in the selection of the top five vehicles. The 'Reno 5' are then transported to the Reno-Sparks Convention Center, where the final results are revealed LIVE in our Barrett-Jackson telecast. If last year's crop is any indication, these will be cars you do not want to miss."

The popular Hagerty Fantasy Bid returns at Reno, offering viewers a chance to compete against each other in guessing the final "hammer" price prior to select cars crossing the block. Launched in 2005, the interactive Fantasy Bid recorded 50,000 bids in its inaugural year, peaking at more than 1.5 million bids in recent years.

Television schedule (all times ET and subject to change):

- **Thursday, July 31** – FOX Sports 1 (7:00 PM to 11:00 PM)
- **Friday, Aug. 1** – FOX Sports 1 (2:00 PM to 3:30 PM), FOX Sports 2 (3:30 PM to 7:00 PM), FOX Sports GO (7:00 PM to 8:00 PM) and FOX Sports 2 (8:00 PM to 11 PM)
- **Saturday, Aug. 2** – National Geographic Channel (2:00 PM to midnight)

MEDIA/SOCIAL RESOURCES

Web Pages: www.Barrett-Jackson.com, www.FOXSports.com/SPEED

Mobile viewing: www.FOXSportsGO.com

Twitter: @Barrett_Jackson, @FOXSports, @FOXSports1, @NatGeoChannel, @SPEED, @BobVarsha, @MikeJoy500, @SteveMags426, @RalphSheheen, @TweetAprilRose, @JustinBellTV, @TomJensen10

Hashtag: #BarrettJackson

Facebook: <https://www.facebook.com/barrettjackson>, <https://www.facebook.com/speed>

Hagerty Fantasy Bid homepage: <http://msn.foxsports.com/fantasy/autobid/>

Barrett-Jackson Media Assets: <http://www.barrett-jackson.com/Media/Home>

About FOX Sports

FOX Sports is the umbrella entity representing 21st Century FOX's wide array of multi-platform US-based sports assets. Built with brands capable of reaching more than 100 million viewers in a single weekend, FOX Sports includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FOX Sports includes the sports television arm of the FOX Broadcasting Company; FOX Sports 1; FOX Sports 2; Fox's 22 regional sports networks, their affiliated regional web sites and FSN national programming; FOX Soccer Plus and FOX Soccer 2Go; FOX Deportes and FOX College Sports. In addition, FOX Sports also encompasses FOX Sports Digital, which includes FOXSports.com, FOX Sports GO, Whatifsports.com, Scout.com and Yardbarker.com. Also included in the Group are FOX's interests in joint-venture businesses Big Ten Network and BTN 2Go, as well as licensing agreements that establish the FOX Sports Radio Network.

About The Barrett-Jackson Auction Company

Barrett-Jackson, The World's Greatest Collector Car Auctions™, was founded in Scottsdale in 1971. Its internationally renowned auctions are hosted in Scottsdale, Arizona; Palm Beach, Florida; Reno Tahoe, Nevada and Las Vegas, Nevada. The events feature hundreds of the world's most sought-after, unique and valuable vehicles where they cross the block in front of a global audience. For more information about Barrett-Jackson, and complete event information visit www.barrett-jackson.com or call (480) 421-6694. Like us on Facebook or follow us on Twitter @Barrett_Jackson.