



FOR IMMEDIATE RELEASE

Pep Boys Announces Title Sponsorship of October 28 Pep Boys Auto 500 NASCAR NEXTEL Cup Series race at Atlanta Motor Speedway

PHILADELPHIA – August 8, 2007 – The Pep Boys – Manny, Moe & Jack (NYSE: “PBY”), the nation’s leading automotive aftermarket retail and service chain, announced today that it will be the title sponsor for Atlanta Motor Speedway’s (AMS) 500-mile NASCAR NEXTEL Cup Series race on Sunday, October 28.

The event will be officially known as the Pep Boys Auto 500. As the headline event for the October 26-28 race weekend, the Pep Boys Auto 500 will feature NASCAR’s top stars in the chase for the NASCAR NEXTEL Cup.

“Pep Boys and our 19,000 retail, service, distribution and store support center associates are thrilled to partner with Atlanta Motor Speedway to present the Pep Boys Auto 500,” said Pep Boys President and CEO Jeff Rachor. “Expanding Pep Boys’ long-standing brand into the exciting sports marketing arena is a perfect fit for our Company, as Pep Boys customers are passionate automotive enthusiasts and NASCAR fans. We look forward to providing all racing fans with a fantastic Pep Boys Auto 500 this fall.”

“We’re proud to have Pep Boys join our family of great sponsor partners,” said AMS President and General Manager Ed Clark. “They have a great heritage and brand. We will work hand-in-hand to deliver a great event weekend to fans attending the Pep Boys Auto 500.”

Tickets for all October events at Atlanta Motor Speedway, including the October 28 Pep Boys Auto 500, are still available and can be obtained online at www.atlantamotorspeedway.com, www.ticketmaster.com or by calling 1-877-9-AMS-TIX (877-926-7849).

About Pep Boys

Pep Boys has 592 stores and over 6,000 service bays in 36 states and Puerto Rico. Along with its vehicle repair and maintenance capabilities, the company also serves the commercial auto parts delivery market and is one of the leading sellers of replacement tires in the United States. Customers can find the nearest location by calling 1-800-PEP-BOYS or by visiting pepboys.com.

About Atlanta Motor Speedway

Atlanta Motor Speedway is a subsidiary of Speedway Motorsports Inc., (NYSE:TRK) a leading marketer and promoter of motorsports entertainment in the United States. Hosting races since 1960, Atlanta Motor Speedway has continually been on the cutting edge of spectator comfort and fan-friendly amenities with some of the industry’s most innovative facilities. Its annual schedule of events includes two NASCAR NEXTEL Cup Series events, one NASCAR Busch Series event and two NASCAR Craftsman Truck Series events.

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Editor’s note: The Pep Boys Auto 500 official race logo is available for download from the following address: http://www.pepboys.com/about/media/company_pr

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