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CANADIANS PREPARE FOR A WILD RIDE!

MONSTER JAM® UNVEILS NEW ADDITION TO MAPLE LEAF TOUR: *NORTHERN NIGHTMARE, CANADA'S FIRST CANUCK THEMED MONSTER TRUCK!*

TORONTO, ON – November 30, 2011... A new Canadian themed monster truck is in town and its name is **Northern NightmareSM**. The monster truck made its worldwide debut today in Toronto when it was unveiled at Rogers Centre along with its driver, Calgary-native Cam McQueen. The introduction of Northern Nightmare marks the first time in the nearly 30-year history of Monster Jam®, that a dedicated Canuck monster truck has been added to the tour. The epic monster truck will roar across Canada in early 2012, stopping in six cities for the **Maple Leaf Monster Jam Tour** including London, Toronto, Vancouver, Edmonton, Winnipeg and Halifax.

Northern Nightmare was selected through the ***Name the Canuck Monster Truck*** national online contest that invited Canadians to offer up their best homegrown names. Entries were judged on a variety of criteria including originality, creativity, capacity to evoke Canadian pride, and ability to capture and reflect the essence of the Monster Jam Canada brand.

Cam McQueen's Northern Nightmare is covered with red maple leaves on a black background and sports a Canadian flag. The truck weighs in at 10,000 lbs., is 11-ft. tall and 12 ft. wide, and sits atop 66-inch tall monster tires.

"As a proud Canadian I am thrilled to bring it big to Monster Jam this season, behind the wheel of Northern Nightmare, a force to be reckoned with," said driver Cam McQueen. "Rogers Centre will be rocking and roaring when Northern Nightmare rolls into Toronto this January and I can't wait."

The ***Name the Canuck Truck*** contest winner is Thornhill, Ontario-resident Greg Duclos who attended today's unveiling with his family. He will receive a Monster prize pack with the approximate retail value of \$1800.00(CAD).

The **2012 Maple Leaf Monster Jam Tour** will stop in the following cities:

London, ON: January 14-15/12, John Labatt Centre

Toronto, ON: January 21-22/12, Rogers Centre

Vancouver, BC: February 4/12, BC Place

Edmonton, AB: February 10-11/12, Rexall Place

Winnipeg, MB: March 10-11/12, MTS Centre

Halifax, NS: June 2-3/12, Scotia Speedworld

For more information, visit www.monsterjamcanada.ca.

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About Feld Motor Sports®, Inc.

Feld Motor Sports, Inc. is the world leader in specialized arena and stadium-based motor sports entertainment. Feld Motor Sports, Inc. productions include Monster Jam®, Monster Energy Supercross, AMA Arenacross Series, Nuclear Cowboyz®, and IHRA® Nitro Jam®. Feld Motor Sports, Inc. is a division of Feld Entertainment, the world's largest producer of live family entertainment. For more information on Feld Entertainment, visit www.feldentertainment.com