

## DONNY SCHATZ MOTORSPORTS

4510 19th Avenue SW Fargo, ND 58103  
(701) 282-8105 www.donnyschatz.com

# MEDIA KIT 2007

## SCHATZ, PARKERSTORE TEAM LOOK TO FINISH 2007 SEASON WITH A BANG IN CHARLOTTE

FARGO, N.D. (October 29) - When Donny Schatz and his ParkerStore team left North Dakota last February they had a plan for the 2007 World of Outlaws season. They were looking to win the most races of any team on the Outlaw tour. The feeling was if they accomplished that one goal that they'd be in line for a second consecutive championship.



This weekend, the 2007 WoO season will conclude with the World Finals in Charlotte, and Schatz, who leads the series with 19 wins and has a 115-point advantage in the championship standings, will race his No. 15 Global ParkerStore/Tom Johnson Camping Center sponsored J&J with Shaver-built Chevrolet power aiming to win two more races.

"It's always been a fact that the guy that wins the most races has the best chance to be the champion," said Schatz, who is concluding his 11th season with the Outlaws. "We talked in Florida about having a (Doug) Wolfgang-type season where we would win just about everywhere. We were hoping to join 'The King' (Steve Kinser) and get 30 Outlaw wins in a season, but we didn't quite make it. I guess we'll just see if we can win number 20 on Friday."

The winning began in season's first race for Schatz as he set the tone for the 2007 campaign with his opening night triumph at Volusia Speedway Park on February 9. The wins seemed to come in bunches as he picked up back-to-back victories five times and twice made it a three-race winning streak. His sweep of the "Month of Money" this summer was a major statement. The three-race winning streak beginning with his fourth National Open triumph at Williams Grove Speedway on September 29 and was followed by victories in Princeton (MN) and Tulare (CA) spearheaded his charged towards another championship as his lead in the standings grew from 73 points to more than 100. He hasn't finished outside the top ten since August 14th, and the consistency the team has shown through 73 events, 51 top five finishes and 69 top ten runs, is remarkable.

"We've been greedy all season, so there's no reason to change that this week," continued Schatz, who has won the Outlaws' season finale three times in his career (1999, 2004 and 2006). "There's only two more races this year and we want to win them both. There's nothing like winning that last race of the year and having that feeling throughout the winter.

"The track in Charlotte is always a little bit different and racing in the same program with the Late Models might make it even more

## Donny Schatz - World of Outlaws The Dirt Track at Lowe's Motor Speedway - Concord, NC Career Results

Race Date	Qualifying	Heat Finish	Dash Finish	Feature Start	Feature Finish
May 26, 2000	10th	2nd	3rd	6th	4th
May 27, 2000	---	---	8th	8th	20th (engine)
October 5, 2000	8th	1st	1st	1st	1st
October 6, 2000	---	---	2nd	2nd	3rd
May 25, 2001	1st	1st	3rd	3rd	6th
May 26, 2001	2nd	3rd	10th	10th	3rd
October 5, 2001	5th	4th	9th	9th	3rd
October 6, 2001	---	---	3rd	3rd	2nd
May 24, 2002	6th	2nd	2nd	3rd	23rd (crash)
May 25, 2002	4th	5th	5th	5th	3rd
October 11, 2002	10th	1st	2nd	4th	22nd (crash)
October 12, 2002	5th	3rd	---	9th	21st (engine)
May 24, 2003	5th	9th	---	17th	8th
May 24, 2006	4th	10th	---	12th	5th
May 25, 2007	4th	5th	5th	5th	1st

Total Races: 15 Wins: 2 Top Fives: 9 Top Tens: 11  
Laps Led: 34 Fast Qualifier Awards: 1

of a guessing game. We're heading down there looking to finish this incredible season with two more exciting nights."

### FAMILIAR DIRT

Schatz has raced in all 15 World of Outlaws events at the Dirt Track at Lowe's Motor Speedway. The Fargo, N.D. resident has a pair of victories on the super-fast four tenths mile clay oval, his first came on October 5, 2000 and he won again earlier this year at the track. His stats also include nine top five finishes and 11 top ten finishes.

In the May 25th race at the Dirt Track, Schatz put on a memorable run in his ParkerStore sprinter. With a very tacky track where passing was a premium, Schatz found his own groove to the front by going to the top of the track above the existing cushion. He first made it work following a lap nine restart where he went from fifth to second place in one lap, but a yellow negated the start. He found the line again, worked his way back up to second and promptly stalked leader Paul McMahan during the second half of the race. Schatz made his winning move with three laps remaining to pick up his second career win at the track.

### TV SUCCESS

Saturday night's finale will air live on SPEED beginning at 8 p.m. (et).The television cameras have brought out the best in Schatz and his team as they have finished in the top ten in all 18 races that aired on TV this year. He won six races that were televised including four

- more -



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## **SCHATZ, PARKERSTORE TEAM LOOK TO FINISH 2007 SEASON WITH A BANG IN CHARLOTTE (cont.)**

of the biggest races of the year: the Knoxville Nationals, Kings Royal, National Open and Silver Cup. He also won the inaugural Super Clean Summer of Money series on ESPN2.

### **CHAMPIONSHIP WITHIN REACH**

With a 115-point advantage heading into the final two points races, Schatz only has to start the feature event each night to earn his second consecutive WoO championship.

He is looking to join sprint car legends Steve Kinser and Sammy Swindell as the only drivers to ever win back-to-back WoO crowns. Kinser won the first three titles from 1978 to 1980, Swindell won back-to-back in 1981 and 1982, before Kinser reeled off six straight from 1983 through 1988. Kinser won five straight from 1990 through 1994 and then won four straight from 2002 through 2005.

### **POINTS SPREAD**

The battle between Schatz and Joey Saldana has been tight all season. Schatz took the lead by winning the season opener and led through the first ten events. Saldana took command for the four races with his largest lead being 12 points following the April 6th race at Paducah International Raceway.

Schatz regained the top spot on April 21 at Tri-State Speedway and has held it since. During June and July, he held a lead of more than 100 points three different times with the largest lead being 125 points on July 25th following the Outlaws first visit to Oshweken Speedway in Canada.

Saldana closed the gap to 19 points heading into the Gold Cup Race of Champions in early September, but the defending series champion used a strong surge during the last 11 races to build the lead back to 115 markers.

On only four occasions in Outlaws history has the points race been determined by less than 100 points. In 1978, the first year of the series, Steve Kinser won by 54 points over Rick Ferkel. The closest race to the finish came in 2001 when Danny Lasoski edged Mark Kinser by only 30 points. Mark beat Lasoski in 1999 by 71 points and in 1998, Steve held off Mark by 93 points.

### **TEAMWORK**

The World Finals will conclude the long and grueling World of Outlaws season after criss-crossing the country several times and racing more than 80 nights during the past nine months. Without the commitment from his crew, a second title wouldn't be within reach. Shane Bowers, who joined the team in March 2006, is ready to earn his second championship with Schatz Motorsports while Dave Lawrence, who joined the team in November 2006,

is eyeing his first crown. Ricky Warner, who works for Tony Stewart Racing, has helped the team since July and was part of the crew that helped Schatz win last year's title.

"There's no way we would be where we are without everyone having the whatever it takes attitude," said Schatz. "Shane and Dave have been working their tails off since last December to get us here. Ricky's been a big asset since he got hooked up with TSR and started helping us in the middle of the year."

"The amount of hours, miles and time these guys have put in is pretty incredible. It's hard to find dedicated people that are willing to give it their all night in and night out. They've also stayed on top of their game even when the days have run together. When you have only two DNF's all season, and one was a blown tire, that tells you that these guys paid attention to all the details and helped us be there every night. I'm really proud of this team."

### **SPONSORS SUPPORT**

"I'd like to thank everyone that has been associated with our team through the years," said Schatz. "We've always tried to do our best and the past couple of years have been a great ride. Everyone that works with this team enjoys the fact that we work with some of the best manufacturers in the business, but also that we've become friends with many of them through the years as well."

The Schatz Motorsports team would like to thank their corporate and product sponsors for all of their help in 2007. Global ParkerStore and Hose Doctor have been major partners with the team since 1999 and Bellerud Transport has been with Schatz since he first began racing with the WoO in 1997. Snap-on Tools and Tom Johnson Camping Center joined the team this season while Petro Stopping Centers and Schatz Crossroads have been long-time partners in the program.

Schatz Motorsports has a winning combination on the track because of working relationships with some of the best manufacturers in the motorsports industry. We are proud to work with the following companies: Afco Shocks, All-Pro Cylinder Heads, Astro Titanium, Autolite/Fram, AutoMeter, Bell Helmets, BR Motorsports Ignitioneering, C&R Radiators, Conroy "Pneu" Control, Crane Cams, Donovan Engineering, Engler Machine & Tool, FelPro, Fuel Safe Racing Cells, Hoosier Racing Tires, ISC Racers Tape, J&J Auto Racing, Joe Gibbs Driven, Kenny's Components, K&N Filters, KSE, Mahle Motorsports, MSD, PolyMer Dynamics, Red Devil Brakes, Rod End Supply, Sander Components, Schoenfeld Headers, Shaver Racing Engines, Ultra-shield, Vortex Wings, Waterman Fuel Pumps, Wesmar-Shaver Gears, SuperClean, Winters Performance, and XRP.

r.



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## DONNY SCHATZ MOTORSPORTS PARKERSTORE #15 SPRINT CAR DRIVER DONNY SCHATZ - 2007 WORLD OF OUTLAWS

Driver: DONNY SCHATZ (PRONUNCIATION: SHOTS)  
Team Owners: DANNY AND DIANE SCHATZ  
Crew Chief: DAVE LAWRENCE  
Chassis Builder: J&J AUTO RACING  
Engine Builder: RON SHAVER  
Primary Sponsor: PARKERSTORE  
Associate Sponsors: BELLERUD TRANSPORT, PETRO STOPPING CENTERS, SCHATZ CROSSROADS, SNAP-ON TOOLS

**Product Sponsors:** Afco Shocks, All-Pro Cylinder Heads, Astro Titanium, Autolite/Fram, AutoMeter, Bell Helmets, BR Motorsports Ignitioneering, C&R Radiators, Conroy "Pneu" Control, Crane Cams, Donovan Engineering, Engler Machine & Tool, FelPro, Fuel Safe Racing Cells, Hoosier Tires, ISC Racers Tape, Joe Gibbs Driven, Kenny's Components, K&N Filters, KSE, Mahle Motorsports, MSD, PolyMer Dynamics, Red Devil Brakes, Rod End Supply, Sander Components, Schoenfeld Headers, Ultrashield, Vortex Wings, Waterman, Wesmar-Shaver Gears, Winters Performance, XRP.

### TEAM MEMBERS:

David Lawrence  
Shane Bowers  
Rick Warner

### CONTACT INFORMATION:

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### INTERNET:

www.donnyschatz.com

### **SCHATZ, PARKERSTORE TEAM SET TO DEFEND WORLD OF OUTLAWS CHAMPIONSHIP**

FARGO, ND (February 6) - The 2006 racing season was a career best for World of Outlaws (WoO) star Donny Schatz, and after claiming his first career WoO title, the ParkerStore sponsored racer is primed to defend his championship.

The off-season consisted of another impressive run of races in Australia that included five consecutive wins, his sixth \$50K Sprintcar International and third consecutive Outlaws Down Under victory. Now his sights are set on maintaining his position on top of the sprint car world.

"We are really excited to get back to the track and do what we do," said Schatz, who garnered numerous awards following his championship including being named first team All-America by the American Auto Racing Writers and Broadcasters Association, earning the National Sprint Car Poll Driver of the Year and Team of Year honors, voted the 2006 Lucas Oil/Dirt Nation sprint car driver of the year, and most recently ranking as the number one driver in Australia. "Last year we proved that we can be champions, and our goal right now is as simple as it was last year at this time and thats to win races."

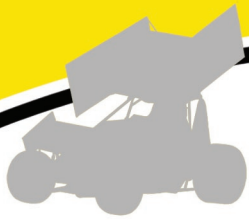
Winning races was the key ingredient to the Fargo, ND racer's championship charge in 2006 as he won 17 WoO "A" features. On nights when he didn't win he was consistently racing near the front as evidenced by his 14 runner-up finishes. Schatz led the series with 42 top-five finishes, 49 top-ten finishes, nine fast-time awards, and led 441 laps last year.

"Consistency was something that we worked towards for a long time," continued Schatz, who is coming off a 21-win season including his first Knoxville Nationals victory. "Last year was my tenth year on the road and we used a lot of that experience to help us reach the championship. Now that we've earned our first championship, we're not going to be satisfied. I feel like we've still got a lot to accomplish. Nothing would make me happier than winning another Outlaws title and repeating at Knoxville."

The ParkerStore team that was so consistent last year that the familiar yellow and black No. 15 J&J with Shaver powered only failed to finish the feature event on two occasions. Schatz Motorsports has reshuffled its crew members with Dave Lawrence being added to lead the team as crew chief with a goal of maintaining that consistency.

Lawrence has been involved in racing for a good part of his life and has a specialty in the engine performance area. He has worked with a number of winning sprint car teams through the years including the famous Zemco teams when the late Kevin





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### - 2007 Season Preview (cont.) -

Gobrecht and current NASCAR star Kasey Kahne had a lot of success and more recently toured the Outlaws with Tim Shaffer and the Roth Motorsports team.

"I'm really looking forward to this opportunity," said Lawrence. "I had the chance a few years ago to be on the road with an Outlaw team, and I understand what it takes to be successful. I wanted an opportunity to be part of something special. Donny is an amazing driver and I'm totally confident in the equipment we've got here. This is the defending championship team and I know the pressure is on for us to stay on top. We can't wait to get started and our goal is to keep building on their championship form."

Schatz is pleased with how his new team has worked together during the off season preparing for the 2007 campaign.

"My guys have worked extremely hard to make sure we are ready to hit the ground running in Florida," continued Schatz. "They've put in some really long hours, but also have found a way to enjoy each other's company. This is a hard lifestyle, but everything they do is really important to our success."

### **CORPORATE PARTNERS**

The Schatz Motorsports No. 15 will continue to include longtime sponsor ParkerStore as they embark on their 90 plus nights of racing this year. ParkerStore joined the team in 1999 and will continue to be a corporate partner in 2007.

"We're thrilled to extend our relationship with ParkerStore," said Schatz. "They had a group of people come to Las Vegas last fall and celebrated the championship with us. Our relationship continues to grow and the awareness we have of what they do and them learning more and more of what we do only strengthens our ability to promote one another. We are glad to be associated with them as they make the best products in their industry and we'd like to think that we are the best race team in our industry."

Bellerud Transport and Petro will once provide assistance to the team this year and will be joined by the leader in the professional tool industry Snap-on Tools, which will be an associate sponsor for the upcoming season.

"Working with Snap-on is going to be great for us," continued Schatz. "We've always been end users of their products and they certainly are the best tools out there. We're looking forward to having a good relationship with Snap-on and really looking forward to using their tools."

### **DONNY SCHATZ**

**BORN:** 8/10/77      **RESIDENCE:** Fargo, ND

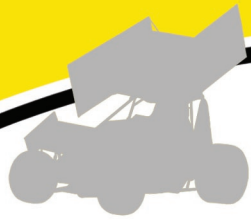
**FAMILY:** Erica (wife) and Savanna (daughter)

### **CAREER SPRINT CAR STATISTICS/ACCOMPLISHMENTS**

#### **YEAR    STARTS    WINS    HIGHLIGHTS**

1993	40	2	Victories include: Career first at Red River Valley Speedway, (1) Aberdeen Speedway
1994	70	8	Victories include: (5) Red River Valley Speedway – 360, (1) Dakota Speedway (2) Grand Forks – 410
1995	80	11	WISSOTA 360's – Runner-up in Points, 2nd place finish at Bud Nationals (Fargo) 410's – 3rd place finish in Cheater's Day (Sioux Falls), 10th at WoO Devil's Bowl Victories at: Nodak Speedway (2), Red River Valley (2), Grand Forks, T-N-T, Huset's (2), Jackson, & Cedar Lake (2).
1996	85	25	National WISSOTA Sprint Car Champion - Victories came at 12 different tracks.
1997	95	0	Won WoO Rookie of the Year
1998	98	2	Won Cottage Grove WoO "A" Feature, Cheater's Day (Sioux Falls, SD)
1999	102	13	Won WoO "A" Features at Battleground, Swept Western World, Won Vegas Finale
2000	102	2	Won Williams Grove National Open, Lowe's Prelim, 2nd at Knoxville Nationals
2001	99	17	Wins in Australia include Warrnambool Classic, \$50,000 Parramatta, WA Speedweek, 10 WoO wins
2002	107	10	Won Red River Valley Speedway, Beaver Dam, Historical Big One, Knoxville Nationals Prelim,
2003	92	16	Won 12 WoO features including Williams Grove Summer Nationals, 1/3-Mile Nationals
2004	96	12	Won 8 WoO Features including Gold Cup Race of Champions, 1/3-Mile Eagle Nationals, Williams Grove National Open, Las Vegas Finale plus \$50,000-to-win event at Parramatta City Raceway
2005	102	16	Won 10 WoO Features including WoO Down Under II Finale, Las Vegas, Houston, Joliet, Calistoga, K-C, Williams Grove National Open
2006	72	23	Won six features in Australia at Parramatta City Raceway (including sweeping three Outlaws Down Under III races), All-Star win at Volusia, WoO wins at Las Vegas, Batesville, I-55, Grandview Rolling Wheels, Fargo (2), 81 Speedway, Lernerville, Lebanon Valley, Fulton, K-C, Knoxville Nationals, Black Hills, Skagit, Eagle, Jackson, Knoxville, Tucson and Las Vegas. Earned WoO Championship
2007	77	23	Won Australian Sprintcar International event and Outlaws Down Under Finale at TPCR. WoO wins in VSP opener, Manzy, Houston, Knoxville, Wm Grove (2), Lowes, Rapid City, Huset's, Kings Royal, Silver Cup, Summer Nationals, Knoxville Nationals, Edmonton, Spencer, Topeka, National Open, Princeton and Tulare.

Totals    1302    182



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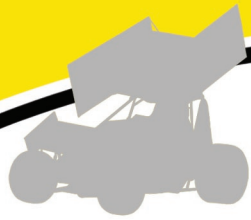
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## Donny Schatz - World of Outlaws 2007 Schedule/Results

Race Date	Track	Location	Qualifying	Heat Finish	Dash Finish	Feature Start	Feature Finish	Point Standings	TV Date
Feb. 9	Volusia Speedway Park	Barberville, FL	2nd	2nd	1st	1st	1st	1st	
Feb. 10	Volusia Speedway Park	Barberville, FL	13th	1st	5th	5th	3rd	1st	
Feb. 11	Volusia Speedway Park	Barberville, FL	15th	1st	6th	6th	3rd	1st	
Feb. 23	Thunderbowl Raceway	Tulare, CA	26th	8th	---	25th	12th	1st	
Feb. 24	Thunderbowl Raceway	Tulare, CA	13th	1st	2nd	2nd	3rd	1st	
March 2	USA Racepark	Tuscon, AZ	3rd	2nd	8th	8th	3rd	1st	
March 3	Manzanita Speedway	Phoenix, AZ	13th	2nd	3rd	3rd	1st	1st	
March 16	Houston Raceway Park	Houston, TX	7th	1st	1st	1st	1st	1st	
March 17	Pike County Speedway	Magnolia, MS	13th	2nd	3rd	3rd	2nd	1st	
March 24	Volunteer Speedway	Bulls Gap, TN	9th	1st	3rd	3rd	3rd	1st	
March 31	Dixie Speedway	Woodstock, GA	1st	3rd	9th	9th	6th	2nd	
April 6	Paducah Intl. Raceway	Paducah, KY	19th	3rd	---	18th	6th	2nd	
April 7	I-55 Raceway	Pevely, MO	PPD - Cold						
April 13	Eldora Speedway	Rossburg, OH	8th	2nd	2nd	2nd	2nd	2nd	SPEED 5/13
April 14	Eldora Speedway	Rossburg, OH	PPD - Rain						
April 20	Attica Raceway Park	Attica, OH	4th	2nd	8th	8th	3rd	2nd	
April 21	Tri-State Speedway	Haubstadt, IN	18th	5th	---	18th	6th	1st	
April 28	Knoxville Raceway	Knoxville, IA	4th	2nd	1st	1st	1st	1st	
May 5	Riverside Intl. Spdwy	W. Memphis, AR	18th	10th	---	18th	14th	1st	
May 11	US 36 Raceway	Osborn, MO	1st	3rd	9th	9th	5th	1st	
May 12	Lake Ozark Speedway	Lake Ozark, MO	13th	7th	---	13th	6th	1st	
May 15	Lernerville Speedway	Sarver, PA	30th	6th	---	25th	9th	1st	
May 17	Williams Grove Spdwy	Mechanicsburg, PA	35th	2nd	3rd	3rd	1st	1st	
May 18	Williams Grove Spdwy	Mechanicsburg, PA	15th	1st	3rd	3rd	1st	1st	SPEED 5/27
May 19	Orange Co. Fair Spdwy	Middletown, NY	Rain - PPD Sept. 26						
May 22	New Egypt Speedway	New Egypt, NJ	16th	3rd	---	16th	15th	1st	
May 23	Grandview Speedway	Bechtelsville, PA	11th	2nd	1st	1st	2nd	1st	
May 25	Dirt Track @ Lowe's	Concord, NC	4th	5th	5th	5th	1st	1st	SPEED 6/10
May 28	Rolling Wheels Rcwly	Elbridge, NY	11th	1st	3rd	3rd	3rd	1st	
June 1	Sharon Speedway	Sharon, OH	8th	3rd	---	13th	5th	1st	
June 2	Eldora Speedway	Rossburg, OH	17th	4th	---	17th	6th	1st	
June 5	Kokomo Speedway	Kokomo, IN	11th	2nd	4th	4th	2nd	1st	
June 9	Eagle Raceway	Eagle, NE	5th	5th	8th	8th	10th	1st	
June 14	Tri-City Speedway	Granite City, IL	17th	1st	6th	6th	3rd	1st	
June 16	Knoxville Raceway	Knoxville, IA	4th	2nd	8th	8th	5th	1st	ESPN2 6/17
June 20	Mo. State Fair Spdwy	Sedalia, MO	5th	4th	6th	6th	2nd	1st	
June 22	Dodge City Speedway	Dodge City, KS	1st	2nd	1st	1st	2nd	1st	
June 22	Dodge City Speedway	Dodge City, KS	9th	1st	3rd	3rd	10th	1st	ESPN2 6/24
June 25	Black Hills Speedway	Rapid City, SD	9th	1st	4th	4th	1st	1st	
June 29	River Cities Speedway	Grand Forks, ND	3rd	2nd	6th	6th	3rd	1st	
June 30	Red River Valley Spdwy	West Fargo, ND	2nd	4th	8th	8th	6th	1st	ESPN2 7/1
July 1	Cedar Lake Speedway	New Richmond, WI	21st	4th	---	18th	13th	1st	
July 3	Huset's Speedway	Brandon, SD	8th	2nd	1st	1st	1st	1st	
July 7	I-55 Raceway	Pevely, MO	10th	1st	4th	4th	2nd	1st	ESPN2 7/8
July 11	Limaland Mtrsprts Park	Lima, OH	6th	2nd	10th	10th	6th	1st	
July 13	Eldora Speedway	Rossburg, OH	7th	2nd	3rd	3rd	3rd	1st	
July 14	Eldora Speedway	Rossburg, OH	24th	1st	1st	1st	1st	1st	ESPN2 7/15
July 17	Lernerville Speedway	Sarver, PA	23rd	2nd	2nd	2nd	1st	1st	ESPN2 7/22



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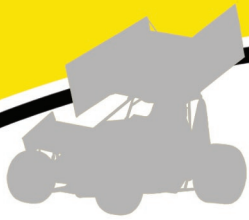
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July 20	Williams Grove Spdwy	Mechanicsburg, PA	18th	4th	---	16th	6th	1st		
July 21	Williams Grove Spdwy	Mechanicsburg, PA	---	1st	2nd	2nd	1st	1st		
July 22	Lebanon Valley Spdwy	Lebanon Valley, NY	6th	4th	---	14th	7th	1st		
July 25	Ohsweken Speedway	Ohsweken, Ontario	5th	1st	1st	1st	2nd	1st		
July 27	I-96 Speedway	Lake Odessa, MI	13th	2nd	7th	7th	22nd	1st		
July 28	K-C Raceway	Chillicothe, OH	6th	2nd	5th	5th	2nd	1st	ESPN2 7/29	
Aug. 3	Raceway@Powercom	Beaver Dam, WI	17th	3rd	---	17th	4th	1st	ESPN2 8/5	
Aug. 4	Raceway@Powercom	Beaver Dam, WI	PPD - Sept. 16th							
Aug. 10	Knoxville Nationals	Knoxville, IA	5th	1st	---	8th	2nd			
Aug. 11	Knoxville Nationals	Knoxville, IA	("A" Scramble)				10th	8th		
Aug. 11	Knoxville Nationals	Knoxville, IA	---	---	---		1st			
Aug. 14	Nodak Speedway	Minot, ND	1st	2nd	5th	5th	23rd	1st		
Aug. 17	Castrol Raceway	Edmonton, Alberta	3rd	3rd	---	11th	3rd	1st		
Aug. 19	Castrol Raceway	Edmonton, Alberta	1st	2nd	3rd	3rd	1st	1st		
Aug. 24	Skagit Speedway	Burlington, WA	2nd	2nd	7th	7th	10th	1st	SPEED 9/2	
Aug. 25	Skagit Speedway	Burlington, WA	16th	1st	8th	8th	9th	1st	SPEED 9/9	
Aug. 27	Grays Harbor Raceway	Elma, WA	19th	3rd	----	18th	6th	1st		
Aug. 29	Cottage Grove Spdwy	Cottage Grove, OR	10th	2nd	1st	1st	2nd	1st		
Sept. 1	Calistoga Speedway	Calistoga, CA	9th	3rd	---	11th	8th	1st		
Sept. 2	Calistoga Speedway	Calistoga, CA	11th	1st	5th	5th	6th	1st		
Sept. 6	Silver Dollar Speedway	Chico, CA	15th	2nd	5th	5th	7th	1st		
Sept. 8	Silver Dollar Speedway	Chico, CA	---	---	---	16th	5th	1st	SPEED 9/23	
Sept. 12	Clay County Speedway	Spencer, IA	5th	2nd	6th	6th	1st	1st		
Sept. 14	Heartland Park	Topeka, KS	8th	1st	2nd	2nd	1st	1st		
Sept. 16	Charter Raceway Park	Beaver Dam, WI	3rd	2nd	4th	4th	2nd	1st		
Sept. 21	Eldora Speedway	Rossburg, OH	12th	1st	1st	1st	7th	1st	SPEED 9/30	
Sept. 26	Orange Co. Fair Spdwy	Middletown, NY	7th	1st	5th	5th	2nd	1st		
Sept. 28	Williams Grove Spdwy	Mechanicsburg, PA	26th	5th	---	21st	4th	1st	SPEED 10/7	
Sept. 29	Williams Grove Spdwy	Mechanicsburg, PA	(4th)	1st	1st	1st	1st	1st	SPEED 10/14	
Oct. 5	Princeton Speedway	Princeton, MN	(Rain)							
Oct. 6	Princeton Speedway	Princeton, MN	10th	1st	3rd	3rd	1st	1st		
Oct. 13	Thunderbowl Raceway	Tulare, CA	4th	2nd	1st	1st	1st	1st		
Oct. 19	Manzanita Speedway	Phoenix, AZ	6th	3rd	---	13th	2nd	1st		
Oct. 20	Perris Auto Speedway	Perris, CA	4th	1st	6th	6th	4th	1st		
Nov. 1	Dirt Track @ Lowe's	Concord, NC								
Nov. 2	Dirt Track @ Lowe's	Concord, NC								
Nov. 3	Dirt Track @ Lowe's	Concord, NC							SPEED 11/3	

### WoO Numbers-to-date through October 6 (does not include Knoxville Nationals)

Total Races: 73	Wins: 19	Top Fives: 51	Top Tens: 69
Fast Qualifier Awards: 6	Crane Cams Dash Wins: 12	Laps Led: 433	



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# MEDIA KIT 2007

## WORLD OF OUTLAWS SEASON HIGHLIGHTS

### 1997

Donny made the commitment to seek the "Manufacturers Rookie of the Year Award" in the World of Outlaw series and was part of the closest battle in the history of the Award. Donny finished the year with 3 top five finishes, 22 top tens, 57 top fifteens, 12 heat race wins his way to a 12th place finish in the driver point standings and a 197 point margin over Paul McMahan to earn the coveted Rookie Award.

### 1998

The "Sophomore Season" on the WoO tour was again challenging for this young team from North Dakota. By mid-season a number of changes were starting to pay off. The month of July was highlighted with a short-term sponsorship with ParkerStore and Donny being named "The North Dakota Athlete of the Year" for his accomplishments in 1997. Shortly thereafter, the team hired David Yingst to be the team's crew chief and the dividends came to as he earned a Fast Qualifier Award at I-55 Raceway in Pevly, MO. Donny showed some signs of maturity at the Knoxville Nationals passing sprint car legend Steve Kinser on his way to a fourth place finish in the Nationals. It was only a couple of weeks later when Schatz captured his first career WoO "A" Feature victory at Riverside Speedway in Cottage Grove, OR.

### 1999

The 1999 season began with a full time sponsorship partnership with ParkerStore and the combination of Donny and Dave Yingst proved to be potent with several top ten runs to begin the season. A March victory at Battleground Speedway near Houston kept the team's momentum rolling along during the early going. Returning home to Fargo in July in the top five of the standings really helped the team get through the tough summer schedule. A thrilling Knoxville Nationals, which included a strong qualifying effort and memorable 10th to 1st heat race charge, propelled the team through the Western Swing where Donny had a solid Gold Cup. He ended his season with major push sweeping the historic Western World Championships weekend at Manzanita and claiming the final World of Outlaws race of the century with his cowboy style ride on the rough Las Vegas Motor Speedway surface.

### 2000

After closing the 1999 season on such a high-note, Donny had high expectations heading into his fourth World of Outlaws season. New facilities at Charlotte and Ft. Worth and more live TNN telecasts offered a greater opportunity for more exposure. The early portion of the season was marked by motor problems. A fourth place finish in the first race at The Dirt Track at Lowe's Motor Speedway was a bright spot before the team changed personnel. Another lock-in finish at the famous Bristol Motor Speedway helped Donny and crewman Shane Anderson continue on during the dog days of June and into July where a second place finish in the Ethanol Classic at Knoxville was a preview of things to come. Veteran Crew Chief Kenny Woodruff joined the team at the Knoxville Nationals and after an impressive second place finish in his preliminary feature, he led the first 25 laps of the Nationals "A" before finishing second. In late September, Donny earned a historic victory winning the prestigious National Open at Williams Grove after starting 10th. Five nights later, he led all 30 laps to claim the opening night feature at Charlotte. The late season victories provided a boost as the team concluded the 2000 season and Donny earned the "Viviran Perseverance Award" at the season-ending WoO banquet.

### 2001

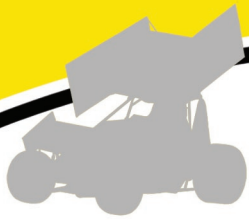
The 2001 season began with championship expectations and consistency early-on. An unbelievable charge from 11th to victory on a rubber-down Huset's surface in late April started a string of wins including a Williams Grove preliminary, Lebanon Valley, a charge from 10th to win on the dirt covered Bristol Motor Speedway and a victory at Heartland Park in Topeka. July 26 was a historic night as Donny won two features at "the Grove" and three nights later won at New Egypt Speedway. The team was on fire at the Knoxville Nationals blitzing the field the first two nights before losing a tire on the opening lap of Nationals "A" after starting on the pole position. Donny and the team regrouped and returned to victory lane three nights later at Metra Raceway Park in Billings, MT. Schatz continued to finish the season strong and finished a career-best fifth in the final WoO standings.

## WORLD OF OUTLAWS - CAREER WINS (Including Preliminary Features)

1. Riverside Speedway	Cottage Grove, OR	August 24, 1998
2. Battleground Speedway	Highland, TX	March 20, 1999
*3. Manzanita Speedway	Phoenix, AZ	October 22, 1999
4. Manzanita Speedway	Phoenix, AZ	October 23, 1999
5. Las Vegas Motor Speedway	Las Vegas, NV	November 3, 1999
6. Williams Grove Speedway	Mechanicsburg, PA	September 30, 2000
*7. Lowe's Motor Speedway	Concord, NC	October 5, 2000
8. Huset's Speedway	Brandon, SD	April 29, 2001
9. Williams Grove Speedway	Mechanicsburg, PA	May 17, 2001
10. Lebanon Valley Speedway	W. Lebanon, NY	May 28, 2001
*11. Bristol Motor Speedway	Bristol, TN	June 8, 2001
12. Heartland Raceway Park	Topeka, KS	June 16, 2001
*13. Williams Grove Speedway	Mechanicsburg, PA	July 26, 2001
14. Williams Grove Speedway	Mechanicsburg, PA	July 26, 2001
15. New Egypt Speedway	New Egypt, NJ	July 30, 2001
*16. Knoxville Raceway	Knoxville, IA	August 9, 2001
17. MetraPark Raceway	Billings, MT	August 14, 2001
18. Red River Valley Speedway	W. Fargo, ND	July 6, 2002
19. Beaver Dam Raceway Park	Beaver Dam, WI	July 10, 2002
*20. Knoxville Raceway	Knoxville, IA	August 8, 2002
21. State Fair Speedway	Oklahoma City, OK	March 13, 2003
*22. Eldora Speedway	Rossburg, OH	April 18, 2003
23. Lernerville Speedway	Sarver, PA	May 21, 2003
*24. Red River Valley Speedway	W. Fargo, ND	June 13, 2003
25. State Fair Speedway	Sedalia, MO	July 2, 2003
*26. Williams Grove Speedway	Mechanicsburg, PA	July 25, 2003
27. Williams Grove Speedway	Mechanicsburg, PA	July 26, 2003
28. New Egypt Speedway	New Egypt, NJ	July 28, 2003
*29. Knoxville Raceway	Knoxville, IA	August 15, 2003
30. Rocky Mountain Speedway	Commerce City, CO	August 19, 2003
31. Eagle Raceway	Eagle, NE	September 20, 2003
*32. Williams Grove Speedway	Mechanicsburg, PA	October 3, 2003
33. Rolling Wheels Raceway	Elbridge, NY	June 2, 2004
*34. Calistoga Speedway	Calistoga, CA	September 3, 2004
*35. Silver Dollar Speedway	Chico, CA	September 7, 2004
36. Silver Dollar Speedway	Chico, CA	September 9, 2004
*37. Eagle Raceway	Eagle, NE	September 15, 2004
38. Eagle Raceway	Eagle, NE	September 16, 2004
39. Port Royal Speedway	Port Royal, PA	September 28, 2004
40. Williams Grove Speedway	Mechanicsburg, PA	September 30, 2004
41. Las Vegas Motor Speedway	Las Vegas, NV	November 6, 2004
42. Parramatta City Raceway	Sydney, NSW, AU	January 16, 2005
43. Las Vegas Motor Speedway	Las Vegas, NV	March 11, 2005
44. Houston Raceway Park	Baytown, TX	March 19, 2005
45. Route 66 Raceway	Joliet, IL	July 8, 2005
46. Grays Harbor Raceway	Elma, WA	August 27, 2005
47. Calistoga Speedway	Calistoga, CA	September 4, 2005
48. K-C Raceway	Chillicothe, OH	September 27, 2005
49. Williams Grove Speedway	Mechanicsburg, PA	October 1, 2005
*50. Thunderbowl Raceway	Tulare, CA	October 14, 2005
51. Las Vegas Motor Speedway	Las Vegas, NV	March 9, 2006
52. Batesville Speedway	Batesville, AR	March 31, 2006
53. I-55 Raceway	Pevly, MO	April 1, 2006
54. Grandview Speedway	Bechtelsville, PA	May 16, 2006
55. Rolling Wheels Raceway	Elbridge, NY	May 30, 2006

\*Indicates Preliminary Feature.





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# MEDIA KIT 2007

## WORLD OF OUTLAWS SEASON HIGHLIGHTS (cont.)

### 2002

After a slow start to the 2002 season, Donny and the team decided to switch to Hoosier Tires and the results picked up right away. Schatz nearly won at Houston Raceway Park coming home second in a photo finish to Mark Kinser. The team really found their rhythm in the Duel of Dakotas event where Schatz won his first WoO feature at Red River Valley Speedway in July. Four nights later, he won at Beaver Dam and continued consistently running in the top ten. A victory in the \$100,000 Historical Big One provided plenty of momentum and for the second consecutive year, Donny won his preliminary night feature at the Knoxville Nationals. The race saw Schatz, Tyler Walker and Danny Lasoski swap the lead before Schatz raced away to the win. Schatz chased down Steve Kinser in the Nationals "A", but had to settle for second. Donny nearly scored a second win at Riverside Speedway in OR before a broken crankshaft cost him the win. Following the West Coast swing, the team again changed the crew and finished the season with a few strong runs to come home seventh in the WoO standings.

### 2003

The 2003 campaign provided Donny an option to race in the USAC Silvercrown Series along with the World of Outlaws. Schatz continued to succeed with the Outlaws taking a March win at State Fair Speedway in Oklahoma City, a preliminary feature at Eldora in April, a May victory at Lernerville and a hometown win in June. He began July by taking Sedalia feature and concluded it by dominating the Williams Grove Summer Nationals. Another Knoxville Nationals prelim victory and runner-up finish in the "A" preceeded a Rocky Mountain Speedway win. Donny won a thriller at Eagle in September before winning the opener of the National Open weekend to give him a career-high 12 feature events. He finished fifth in the final standings.

### 2004

After a career high in wins and a second full season with the team in tact, Schatz and the team looked to challenge for the WoO crown. The early season provided mixed results with some consistency and some misfortune. The early season highlight was Donny's charge from sixth to beat Steve Kinser on his 50th birthday at Rolling Wheels Raceway on June 2. A preliminary win at Calistoga on September 3 was the breakthrough night that started an incredible four-race winning streak. Donny swept the Gold Cup at Chico and the 1/3-Mile Nationals at Eagle. Two more wins in Pennsylvania, first at Port Royal and two nights later he won his second National Open, helped continue the late season push. Schatz concluded the season by winning the finale at Las Vegas Motor Speedway and finished a career-best third in the WoO standings.

### 2005

The 2005 campaign kicked off with Donny taking the Outlaws Down Under II finale at Parmatta City Raceway in January. The first night back on US soil provided a hint of foreshadowing into the frustrations that were ahead in 2005. Schatz took command of the opening feature at Volusia Raceway Park seemingly on his way to his third consecutive WoO win and suddenly his ParkerStore sprinter lost power. A burnt coil wire cost them the feature that night, but the team bounced back taking wins on consecutive weekends in March at Las Vegas and Houston. Following the wins, the team struggled with consistency throughout April and May before reshuffling the crew. At his home track in July, it looked as though the team was back in form as he was dominant at Red River Valley leading the first 27 laps before once again a burnt coil wire cost him another hometown win. The following Friday night, Donny returned to victory lane at Route 66 Raceway and came back with a runner-up the following night at I-55. The rest of July was a struggle before the team brought in Ricky Warner to handle the crew chief duties starting at the Knoxville Nationals. The ParkerStore team responded immediately as Donny finished second in the Nationals for the fourth time in five years. The following week, Donny was leading the feature in Billings when another mechanical problem cost him a win. During the next two weekends, Schatz proved he was back by racing past Steve Kinser at both Elma and Calistoga to claim feature wins. The winning ways continued as Schatz took K-C before repeating his National Open triumph. He set a track record at Dodge City and won the opener at Tulare enabling him to finish fifth in the final standings.

## WORLD OF OUTLAWS -CAREER WINS (Including Preliminary Features)

*56. Red River Valley Speedway	W. Fargo, ND	June 16, 2006
57. Red River Valley Speedway	W. Fargo, ND	June 17, 2006
58. 81 Speedway	Wichita, KS	June 30, 2006
59. Lernerville Speedway (Silver Cup)	Sarver, PA	July 18, 2006
60. Lebanon Valley Speedway	W. Lebanon, NY	July 23, 2006
61. Fulton Speedway	Fulton, NY	July 25, 2006
62. K-C Raceway	Chillicothe, OH	August 5, 2006
63. Black Hills Speedway	Rapid City, SD	August 17, 2006
*64. Skagit Speedway	Alger, WA	August 25, 2006
65. Eagle Raceway	Eagle, NE	September 15, 2006
66. Jackson Speedway	Jackson, MN	September 16, 2006
67. Knoxville Raceway	Knoxville, IA	October 7, 2006
68. USA Race Park	Tucson, AZ	October 21, 2006
69. Las Vegas Motor Speedway	Las Vegas, NV	October 28, 2006
70. Volusia Speedway Park	Barberville, FL	February 9, 2007
71. Manzanita Speedway	Phoenix, AZ	March 3, 2007
72. Houston Raceway Park	Baytown, TX	March 16, 2007
73. Knoxville Raceway	Knoxville, IA	April 28, 2007
74. Williams Grove Speedway	Mechanicsburg, PA	May 17, 2007
75. Williams Grove Speedway	Mechanicsburg, PA	May 18, 2007
76. Lowe's Motor Speedway	Concord, NC	May 25, 2007
77. Black Hills Speedway	Rapid City, SD	June 25, 2007
78. Huset's Speedway	Brandon, SD	July 3, 2007
79. Eldora Speedway	Rosburg, OH	July 14, 2007
80. Lernerville Speedway	Sarver, PA	July 18, 2007
*81. Williams Grove Speedway	Mechanicsburg, PA	July 19, 2007
82. Williams Grove Speedway	Mechanicsburg, PA	July 21, 2007
83. Castrol Raceway	Edmonton, AB	August 19, 2007
84. Clay County Fairgrounds	Spencer, IA	Sept. 12, 2007
85. Heartland Raceway Park	Topeka, KS	Sept. 14, 2007
86. Williams Grove Speedway	Mechanicsburg, PA	Sept. 29, 2007
87. Princeton Speedway	Princeton, MN	October 6, 2007
88. Thunderbowl Raceway	Tulare, CA	October 13, 2007

\*Indicates Preliminary Feature.

### AN OUTLAW VETERAN

The 2007 World of Outlaws season is the eleventh season on the road with the best sprint car racers in the world for Schatz. During that time, he has won 70 "A" features tying him for sixth in all-time World of Outlaws "A" feature wins.

**88 - Total Feature WoO Feature wins**

**70 - "A" Feature wins      18 - Preliminary Feature wins**

### 2006

With the surge Donny concluded the 2005 campaign with, setting a goal of competing for the championship was top priority. Schatz started with a runner-up finish in Florida and then posted another at Tucson just days after riding with the Blue Angels. Five days later, he picked up his first WoO win of 2006 at Las Vegas Motor Speedway and took over the points lead. After finishing second the following night at Las Vegas, Schatz scored a weekend sweep taking feature events at Batesville and Pevely. Weather played havoc in April and May, but the ParkerStore team kept up the pace by winning at Grandview Speedway on May 16 and took the \$50K challenge at Sharon charging from 24th to 7th in 10 laps before contact ended his run. The state of New York was a great place for Schatz in 2006 as he dominated at Rolling Wheels on May 30. Coming off a second place finish at Beaver Dam, Schatz swept two races during the hometown "Duel in the Dakotas". Schatz became a Kansas winner at 81 Speedway during the end of June. Three nights after kicing off the "Month of Money" with a second at the King's Royal, Schatz chased down local favorite Ed Lynch, Jr. to win his first Don Martin Memorial Silvercup worth \$30,000. Two more New York wins were followed by a victory at K-C just before the Knoxville Nationals. After four second place finishes in the Nationals, Donny was the class of the field taking the sports biggest race. Five nights later, he was first in Rapid City, SD and then made a fantastic run from 14th to lead at his track of Nodak Speedway before blowing a tire. A win at Skagit kept his stranglehold on the points lead in late August. Following a horric fire at the Gold Cup, Schatz flexed his muscle by charing from 15th to win at Eagle and then won the following night at Jackson. He made it two straight at Knoxville during an October make-up feature and nearly had a clean sweep at Tucson two weeks later. Schatz concluded the 2006 season in style charging to win the season finale at Las Vegas before collecting his championship hardware the following night.

### WOO VICTORIES BY SEASON

1998 - 1	2003 - 13
1999 - 4	2004 - 8
2000 - 2	2005 - 9
2001 - 10	2006 - 19
2002 - 3	2007 - 19