

7.17.08 / MotorsportReg.com and Lockton Affinity Launch Innovative Track Insurance Program

Los Gatos, CA (July 17, 2008) – Pukka Software, creators of MotorsportReg.com, and Lockton Affinity today announced the industry's first comprehensive insurance program for high performance driving event participants. The HPDE Insurance Program, available exclusively via MotorsportReg.com, provides an a la carte, single-event policy designed to provide affordable physical damage coverage to cars used in performance driving schools at race tracks across the United States.

"Many automotive insurance policies now exclude coverage for non-competitive events at motor racing facilities," said Pukka Software founder Brian Ghidinelli. "The HPDE Insurance Program allows enthusiasts to participate in exciting high performance driving events without risking the vehicle they drive every day."

The HPDE Insurance Program, administered by Lockton Risk Services, offers a stated-value insurance policy providing primary coverage for incidents in the paddock or on the racing surface whether the vehicle is being driven by the primary driver, co-driver, or instructor. After-market modifications are covered and claims will not effect participants' street insurance rates or claim histories. \$10,000 of damage coverage can be had for as little as \$67. HPDE Insurance Program policies are sold online and can be obtained in as little as 5-10 minutes.

"Car enthusiasts have been asking for an affordable means of insuring their vehicles at driving schools for years," said Ryan Staub, Producer at Lockton Affinity. "We partnered with the most widely adopted event registration service to make this coverage easy to acquire. By offering the HPDE Insurance Program during the registration process, MotorsportReg.com event organizers will tap into additional participants who could not previously join in the fun."

The HPDE Insurance Program is initially available to attendees of non-competitive driving events hosted by BMW Car Club of America, Porsche Club of America, Audi Club North America, and Triangle-Z Car Club. Other organizations wishing to have their programs approved for the HPDE Insurance Program should contact Lockton Affinity.

Please visit <http://www.MotorsportReg.com/index.cfm/event/hpdeinsurance> for more information or to purchase an HPDE Insurance Program policy.

About Pukka Software

Pukka Software provides the MotorsportReg.com Event Management Platform, which enables event organizers and staff to streamline their operations via a comprehensive web-based service. Complete with tools such as calendar management, online payment processing, email blaster, and extensive reporting functionality, MotorsportReg.com reduces red tape and makes event management fun again. Organizers from every major enthusiast organization including the BMW CCA, Porsche Club of America, Audi Club North America, SVTOA and SCCA use MotorsportReg.com to manage social and driving events across North America.

About Lockton Affinity

Starting as a modest, home-based insurance agency in 1966, Lockton Companies has become the largest privately-held insurance brokerage firm in the world. Lockton Affinity, an affiliate of Lockton Companies, was formed in 1987 to meet the specialized, dynamic needs of affinity groups. Today they administer over 90 insurance programs and are one of the leading insurance program administrators in the US.

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