



November 15, 2019

MOTOAMERICA TEAMS

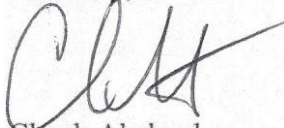
RE: CBD Sponsorships

To MotoAmerica Teams:

In 2018, we released a letter to our teams explaining our position on CBD products. To update, we continue to consider and support CBD products and activations by CBD sponsors to be within the generally acceptable practice of the series. However, given the continued ambiguity in the law regarding CBD and its use, we have a corporate duty to hold the position that all CBD sponsorship must be in compliance with all governing federal, state, regional and local laws, and generally in good taste and non-offensive in its nature. It will be at the sole risk and responsibility of each team that secures such sponsorships to ensure they are in complete compliance with respect to the federal, state, regional and local laws governing such sponsorship.

Additionally, there is no direct bar to CBD sponsorship in classes that receive national network TV coverage by our partner networks. There may, however, continue to be limitations in place regarding the messaging, visual exposure and verbal use of the CBD sponsor during the broadcast, by our television commentators, dependent on TV network policy. MotoAmerica can provide some advice to decrease the risk of these limitations upon request. Should you have any questions, you may contact Jeff Nasi, MotoAmerica's Vice President of Sales and Marketing, at jnasi@motoamerica.com. Thank you for your continued enthusiasm and participation.

Sincerely,



Chuck Aksland
COO