



Harlequin Enterprises and NASCAR Expand Their Partnership To Include Book Series

*Fans Celebrate New Series at "Speed Dating" Event
During SPEEDWEEKS® 2007 at Daytona*

Toronto, Ontario, and Daytona Beach, Florida, February 1, 2007 – In response to positive fan reaction and growing sales of the three single titles released in 2006, Harlequin Enterprises Limited (www.eHarlequin.com), one of the world's leading publishers of women's fiction, and NASCAR are launching a new NASCAR-themed book series. The two companies are expanding their relationship with the release of 20 books throughout 2007, 16 of which will be part of this new series.

To celebrate the launch of the new series' debut title, *Speed Dating* by USA TODAY best-selling author Nancy Warren, Harlequin will be holding a speed dating event at the Daytona International Speedway® on Friday, February 16 during SPEEDWEEKS®, which culminates on Sunday February 18 with the 49th running of the Daytona 500 (FOX, 3:15 pm EST). This event will offer fans the chance to network with each other and the opportunity to get their heart racing with one special person. Warren will attend the event to sign books and mingle with the fans, as will NASCAR superstar Carl Edwards.

Speed Dating, hitting shelves today, will be the literary debut of Edwards, driver of the No. 99 Office Depot Ford for Roush Racing, as a wise car veteran who teaches aspiring drivers the rules of the road. "I am so excited to be a part of the Harlequin NASCAR book series. It is just another way NASCAR is connecting with its growing female fan base and gives fans a new way to engage in their favorite sport," says Edwards, who became the first real person ever featured in a Harlequin novel with his appearance in *Speed Dating*.

"The *Speed Dating* event is a wonderful way to jump start the excitement about the new series. It gives NASCAR and Harlequin fans the opportunity to connect with someone who shares their love for auto-racing and romance novels," says Warren. Both male and female fans are encouraged to find out more about this unique event and register at www.GetYourHeartRacing.com.

The NASCAR series is the first ever NASCAR-branded series of books and the result of an innovative licensing partnership with Harlequin established in November 2005 in an effort to reach more female consumers.

"The launch of the NASCAR book series is a testament to the success of the partnership between Harlequin and NASCAR. The idea behind this series was inspired by our growing fan base of females who love the excitement and energy of the sport," says Katherine Orr, Vice President of Harlequin Enterprises, Ltd.

About Harlequin Enterprises Limited

Harlequin Enterprises Limited is the one of the world's leading publishers of women's fiction. Its books are published worldwide in 25 languages and sold in over 94 international markets. The company publishes over 115 titles monthly and publishes more than 1000 authors from around the world. Harlequin Enterprises Limited is a wholly owned subsidiary of Torstar Corporation, a broadly based media company listed on the Toronto Stock Exchange (TS.nv.b). The company's Web site is located at www.eharlequin.com.

About NASCAR Library Collection

A division of NASCAR's overall licensing operation in its Charlotte office, NASCAR Publishing oversees more than 40 licensed publishing partners. In 2004, NASCAR launched the NASCAR

Library Collection which provides a level of authentication and quality to NASCAR licensed books. Representing a range of books as diverse and varied as the NASCAR fan base, the NASCAR Library Collection captures the NASCAR lifestyle from all angles. The NASCAR Library Collection includes books in a number of categories, including: drivers and personalities, cookbooks, history, children, fiction and romance, and statistics, facts and reference. NASCAR Library Collection titles can be found in an array of retail outlets including mass market, bookstores, specialty and more.

About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR), which began in 1948, is the sanctioning body for one of America's premier sports. NASCAR is the No. 1 spectator sport – holding 17 of the top 20 attended sporting events in the U.S., the No. 2-rated regular season sport on television with broadcasts in more than 150 countries, and has 75 million fans that purchase more than \$2.1 billion in annual licensed product sales. These fans are the most brand loyal in all of sports and as a result, more Fortune 500 companies participate in NASCAR than any other sport. NASCAR consists of three major national series (NASCAR NEXTEL Cup Series, NASCAR Busch Series, and the NASCAR Craftsman Truck Series) as well as eight regional tours and one local grassroots series. NASCAR sanctions 1,500 races at over 100 tracks in 35 states, Canada and Mexico. Based in Daytona Beach, NASCAR has offices in Bentonville (Ark.), Charlotte, Concord (N.C.), Conover (N.C.), Los Angeles, New York, Mexico City and Toronto.

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