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ONE DAYTONA'S FAIRFIELD INN & SUITES BY MARRIOTT BEGINS VERTICAL CONSTRUCTION

DAYTONA BEACH, Fla., September 13, 2016 - International Speedway Corporation (NASDAQ Global Select Market: ISCA; OTC Bulletin Board: ISCB) ("ISC") announced today that construction has begun on ONE DAYTONA'S Fairfield Inn & Suites by Marriott hotel. ISC's Vice President of Corporate Development Jeff Boerger made the announcement.

"It's very exciting to see the first hotel at ONE DAYTONA going vertical," said Boerger. "ONE DAYTONA is changing every day, and our progress with the Fairfield Inn & Suites is reflective of our overall momentum with the project."

The 105-room Fairfield Inn & Suites is highly integrated into the 300,000-square-foot ONE DAYTONA and is located just a short walking distance from the Daytona International Speedway. "Our Fairfield Inn & Suites guests will be within steps of the best restaurants, shops and entertainment venues in the market," said Boerger. "Whether you are in Daytona Beach for a race, an event, vacation or business, this property will afford its guests an unmatched experience in an energy-filled environment."

The Fairfield Inn & Suites design and décor will infuse the rich history of motorsports and the Daytona International Speedway with the comfort, convenience and high-touch service that travelers have come to expect from a Marriott property. The hotel will feature spacious and modern guest rooms, a lobby bar, 24/7 market, pool and fitness center, business center and flexible work spaces, free high-speed internet and complimentary breakfast. The Fairfield Inn & Suites is expected to open in summer 2017.

Shaner Hotel Group, which operates nearly 50 hotels in the U.S. and internationally, along with respected Florida-based hotelier Prime Hospitality Group, is designing, developing and managing the Fairfield Inn & Suites hotel along with the previously announced Autograph Collection hotel—The DAYTONA.

"We are very familiar with the Daytona Beach market, and we couldn't be more excited to be part of this world-class community, vacation destination and market-defining project," said Shaner Hotel Group President Plato Ghinos. "We saw an opportunity to take advantage of this unique location across from the Speedway and incorporate the race and excitement throughout the hotel in meaningful ways that will really appeal to our guests. When it's complete, the Fairfield Inn & Suites by Marriott is sure to offer guests an unforgettable experience."

The projected \$120 million-\$150 million, 300,000-square-foot ONE DAYTONA will also include a 12-screen Cobb Theatres, a 144-room Marriott Autograph Collection hotel branded as The DAYTONA® and a 276-unit luxury apartment community. Tenants recently announced include P.F. Chang's, Kilwins Confections, Guitar Center, Tervis, IT'SUGAR, Jeremiah's Italian Ice, Venetian Nail Spa and Hy's Toggery, a nearly 50-year-old family-owned retailer specializing in southern outerwear, performance clothing and modern classics.

About ONE DAYTONA

Located at the intersection of I-95 and I-4 across from the Daytona International Speedway, ONE DAYTONA is planned to open in 2017 and will feature a 300,000-square-foot retail, dining and entertainment district, totaling a projected investment of approximately \$120 - \$150 million, along with two hotels and residential space. Lease agreements have been executed with Bass Pro Shops®, America's most popular outdoor store, and Cobb Theatres, the highly respected Southeastern-based exhibitor, as anchor tenants of ONE DAYTONA. Other announced tenants include P.F. Chang's, Hy's Toggery, Kilwins Confections, Guitar Center, Tervis, IT'SUGAR, Jeremiah's Italian Ice, and Venetian Nail Spa.

ONE DAYTONA selected Shaner Hotels and PHG as its hotel partners. Shaner Hotels and PHG have confirmed an exclusive 144-room, full-service Marriott Autograph Collection® hotel, The DAYTONA®, and an approximately 105-room Fairfield Inn & Suites by Marriott. PHG is the confirmed residential partner and initial planning is underway for an approximately 276-unit rental apartment community including a four-story midrise campus and garden style complex.

ONE DAYTONA will quickly become synonymous with visitors, race fans and residents as the place to live, work, stay and play. For more information and the latest updates, visit OneDaytona.com, follow us on [Twitter](https://twitter.com/ONEDAYTONA) (@ONEDAYTONA) or [Facebook](https://facebook.com/OneDaytona) (OneDaytona).

ONE DAYTONA leasing efforts are managed by Legacy Development, a firm intensely focused on creating innovative destination retail and mixed-use projects. Amassing a national footprint and asset management expertise, Legacy is the ideal consultant to represent this unique address. For leasing inquiries, please contact Tiffany Ruzicka at truzicka@legacydevelopment.com or 816-777-3500.

About Shaner Hotel Group

Headquartered in State College, Pa., Shaner Hotels is part of the Shaner Companies, a diversified, privately held company that owns and operates investments in the lodging, finance, energy and professional service sectors. With more than \$1 billion invested in hotel properties around the U.S. and abroad, Shaner Hotels current portfolio is comprised of more than 50 hotels with over 5,000 rooms in 12 states and two countries. Over the past 40 years the company has also been engaged in both new development and redevelopment of more than 80 hotel projects with leading brand affiliations such as Marriott International, InterContinental Hotels, Choice Hotels and Hilton. For more information please visit the company website at <http://www.shanercorp.com>.

About Prime Hospitality Group

Prime Hospitality Group offers a full array of customizable hospitality services and products under one roof. Perfectly situated within Prime Group's multiple, professional alliances, PHG offers solutions crafted from a broad consensus of skilled disciplines and the experience necessary for the most efficient development, operation and ownership of premium brand hotels including Marriott International Inc., Hilton Hotels Corporation, Intercontinental Hotels Group and Choice Hotels, as well as restaurants and conference facilities. PHG spans national and international hotels, restaurants, financial institutions and individual entrepreneurs who benefit from a comprehensive team approach. With world class resources and services, PHG identifies, develops and operates hospitality investments and the master plans, mixed-use and urban environments suitable for those investments. For more information, please visit <http://primehospitalitygroupus.com>.

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