



FOR IMMEDIATE RELEASE

The Stratosphere Tower to Dim Lights in Honor of Seven-Time NASCAR® Champion Dale Earnhardt

First Time The Legendary Racer Will Be Honored Coast To Coast

February 12, 2010 – Las Vegas, Nev. – The Stratosphere Tower, one of the most recognizable icons on the Las Vegas strip will dim its lights on February 18, 2010 at 6:00 p.m. PST to pay tribute to racing legend and seven- time NASCAR® champion Dale Earnhardt. The Las Vegas skyline will be changed as the Stratosphere Tower dims its lights for a full three minutes, in honor of Dale's legendary car number 3. The Dale Earnhardt Foundation logo will be the only light displayed on the Tower legs; during this time the hotel marquee will also stop all advertising and play a tribute to Dale Earnhardt.

The tribute will occur simultaneously with a candlelight tribute at Dale Earnhardt, Inc., Highway 3, in Mooresville, NC. With the Stratosphere Tower joining Dale Earnhardt, Inc., this will be the first time that Dale's memory will be honored by a coast to coast tribute.

The Las Vegas casinos have dimmed their lights before in rare tributes to Sammy Davis Jr., Frank Sinatra, President Reagan and President Kennedy. Dale Earnhardt died on February 18, 2001, in the last lap of the Daytona 500.

The Dale Earnhardt Foundation's mission is to continue Dale's legacy through charitable programs and grants that sustain his lifelong commitment to children, education and environmental/wildlife preservation.

For more information about the Dale Earnhardt Foundation, please visit their website at TheDaleEarnhardtFoundation.org.

At 1,149 feet, the Stratosphere Tower is the tallest free-standing observation tower in the United States and the tallest building west of the Mississippi River. The Stratosphere Tower offers breathtaking, panoramic views of the Las Vegas Strip and the entire Las Vegas valley.

The Stratosphere Hotel & Casino is located at 2000 Las Vegas Boulevard South. For more information please call 702-380-7777 or visit StratosphereHotel.com.

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