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**ATHLETE TURNED ENTREPRENEUR SARAH FISHER HITS BOOK STORES**

*Fisher Releases Book with Contributions from Pioneering Women in History Including Actress Ashley Judd, Legendary Racer Janet Guthrie, and Wellpoint CEO Angela Braly*

**INDIANAPOLIS, IN. (May 10, 2010)** –Sarah Fisher, owner of IZOD IndyCar Series® team, Sarah Fisher Racing (SFR), released her first book today, *99 THINGS WOMEN WISH THEY KNEW BEFORE GETTING BEHIND THE WHEEL OF THEIR DREAM JOB*, through New York-based publisher Beauford Books.

“To have the chance to share some of the ups and downs that I have been through and the lessons I have learned up to this point has been a great experience,” said Fisher, who this month will attempt to qualify for her ninth Indianapolis 500, the most of any female. “When I had the opportunity to be part of the 99 Series, I felt this was a perfect platform to relay some of my experiences by way of this unique approach. While I must say writing a book was a huge undertaking, I’m excited the book is finally out and that I am able to share it with all my fans.”

Fisher’s book is conveniently a speed-read that gives women the knowledge and tools to broaden their careers. Peppered with quotes from other female pioneers who have made names for themselves in their respective industries, the book offers success stories and tips aimed at creating opportunities for a new generation of women leaders.

Longtime mentor and personal friend, Janet Guthrie, the first woman to qualify and compete in both the Indianapolis 500 and Daytona 500, who was at Fisher’s side when she launched the only female-owned IZOD IndyCar Series team in 2008, provided the Forward for the book. Fisher’s predecessor, Lyn St. James, a seven-time Indianapolis 500 starter and founder of the Women in the Winner’s Circle Foundation, is also a featured contributor in the book.

“Having the opportunity to use my book as a vehicle to share advice to others not only through my eyes but through the eyes of so many other pioneering women was truly humbling,” continued Fisher, whose own mother, Reba Fisher, contributed to a section of the book about raising your child to be a success. “So many pioneering women helped us put a unique spin on the book and for that, I’m very thankful.”

Those women include, actress Ashley Judd, Coca-Cola marketing executive Bea Perez, LPGA tour player Jill McGill, Wellpoint CEO and Indianapolis resident Angela Braly, musician Candy Coburn, ESPN on ABC reporter Jamie Little, and NHRA Funny Car drag racer Ashley Force Hood.

*Forbes* magazine previewed the book saying, "Sarah gives all dreamers-women and men-a useful blueprint for success, whether finessing a corner at 200 mph or starting a business." *Sporting Woman Magazine* says Fisher delivers, "witty anecdotes and astute observations." *The Indianapolis Star* says you'll get a, "behind-the-scenes look at the mind-boggling world of IndyCar Series racing." *Player Press* called the book, "Poignant and insightful."

Fisher’s book, part of a wide-ranging library of self-help mini-guides, is trademarked through the 99-Series Inc., owners of the "99 Things You Wish You Knew before™..." book series.

Fisher's book is available for purchase through Amazon and Borders, or wherever books are sold. The Indianapolis Motor Speedway retail will also carry the book along with Maingate trackside sales on the IZOD IndyCar Series tour. The book is also available for the Kindle Reader and will soon be available for download for the iPhone and iPod touch.

The IZOD IndyCar Series only owner/driver will put her pen to rest and return to the drivers seat for the 94<sup>th</sup> running of the Indianapolis 500 on Sunday, May 30, 2010, which will be the 6th race of the 17-race 2010 IZOD IndyCar Series season. Fisher's team will attempt to make their way into the field of 33 starting positions on Saturday, May 22, 2010. The race will be aired live on ABC at Noon EST on Sunday, May 30, 2010. Additional coverage will be available on IMS Radio, XM Satellite Radio Channel 145 "IndyCar Racing," along with broadcast coverage summaries available at [www.indycar.com](http://www.indycar.com) and [www.sarahfisher.com](http://www.sarahfisher.com).

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**About the Book:**

*99 THINGS WOMEN WISH THEY KNEW BEFORE GETTING BEHIND THE WHEEL OF THEIR DREAM JOB* is a speed read written by professional race car driver, Sarah Fisher, that gives women the knowledge and tools to broaden their careers. Peppared with quotes from other female pioneers who have made names for themselves in their respective industries, this book offers success stories and tips aimed at creating opportunities for a new generation of women leaders. Whether you've just begun window-shopping for your dream job or are finally kicking up your heels in your own corner office, use this guide to harness the horsepower of your own potential.

**About the Publisher:**

Beaufort Books, an innovative publisher of non-fiction and fiction books based in New York City. Named one of the fastest growing independent publishers of 2007 by Publishers Weekly. Beaufort's books are distributed by Midpoint Trade Books, one of the largest distributors in the industry, with over 250 independent presses. Sarah's book is part of the "99 Series", which is a revolutionary and pioneering series of self-help books. For more information, please visit the 99 Series on the World Wide Web, <http://www.99-series.com>.

**About Sarah Fisher:**

At just 29 years old, Sarah Fisher has already competed in eight Indianapolis 500's, been voted "Most Popular Driver" four times in two separate Series (IndyCar and NASCAR), been awarded an *Advertising Age* Marketing 100 award and enters her third season as a team owner in 2010. Fisher is the first woman to qualify fastest for a major North American open-wheel event, the fastest woman to ever qualify for the Indy 500 and is the youngest woman to compete at the legendary Indianapolis Motor Speedway. Fisher has been a guest or profiled on a variety of national platforms such as, *LIVE! With Regis & Kelly*, *The Tonight Show*, *The Today Show*, *Glamour*, *People* and *Forbes* Magazine, to name a few. In 2008, she formed her own race team: Sarah Fisher Racing (SFR), and made her first start as a team owner in the IndyCar Series' Indy 500. In May 2009, Fisher made her eighth start in the Indy 500, marking the most number of starts for a woman in the 93-year history of the race.