



Alex Zanardi at the CBS studio in New York.

## ALEX ZANARDI ON LETTERMAN

CAMBRIDGE, MA, USA - On Friday, December 3<sup>rd</sup>, Alex Zanardi will be a special guest on the *Late Show with David Letterman* airing at 11:30pm on CBS. Alex will be discussing the recent publication of his autobiography **Alex Zanardi: My Sweetest Victory** with David Letterman in his first appearance on the show since 1997.

Alex's appearance caps off an intense week of promotion for his book which included book signings and appearances at BMW of North America, the Exoticar Model Gallery in New York and the 2004 Visa Birds of Prey World Cup Ski Race Week in Beaver Creek, CO. Alex also found time to appear on Speed TV's *Wind Tunnel* and ESPN News as well as participating in a teleconference for the 2004 Society of Automotive Engineers Motorsports Engineering Conference, where Dr. Markus Krug was presented with an award for the design of Alex's BMW racing sedan.

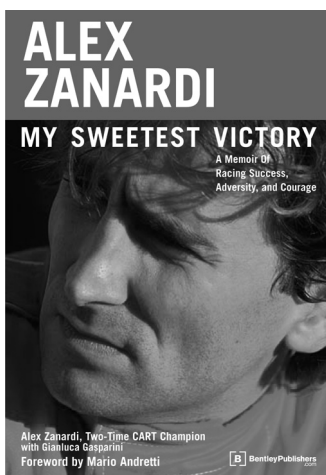
**Alex Zanardi: My Sweetest Victory** has already garnered rave reviews and is currently on track to be the hottest motorsports title of the holiday season.

"[A] perfect gift for any racing fan—  
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### **ALEX ZANARDI: MY SWEETEST VICTORY** **A Memoir of Racing Success, Adversity, and Courage** by Alex Zanardi with Gianluca Gasparini Foreword by Mario Andretti

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