

For Immediate Release:
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Jennifer Jo Cobb Gets Experience in ARCA Event

Strong Run Gives Her Momentum Heading into Truck Race

MOORESVILLE, NC (February 8, 2010) - Jennifer Jo Cobb, owner and driver of the No. 10 Driven Ford F-150 in the NASCAR Camping World Truck Series, is using her solid run during this past weekend's ARCA race as a learning experience for this Friday's NextEra Energy Resources 250.

Cobb raced from her 42nd starting position to finish 17th behind the leadership of her spotters Mike Harmon and Denise Harmon-Nixon. Cobb competed in a car entered by the Bowsher-Mooi team. Cobb not only was the second highest female finisher, but also gained valuable experience in the draft and how to maneuver through on-track incidents while gaining positions.

"The Bowsher-Mooi team really came through for me this weekend," said Cobb. "I don't know how we lost so much speed from the test to the race, but our finish just proves that sometimes you can run a great race by staying smart and determined.

"I owe so much to my spotters, Mike Harmon and his sister, Denise Harmon-Mixon," continued Cobb. "They so artfully coached me through the race, and I'm grateful for such a great outcome and the team effort."

Cobb will once again lean on the experience of Mike Harmon on Friday. Harmon overlooks the preparation of Jennifer Jo Cobb Racing in Mooresville, N.C., and the success the duo had on Saturday gives them the confidence they are looking for in Friday night's race.

"I know Mike and the guys have put a lot of effort in to be ready for Friday," said Cobb. "The chemistry, and everything I learned on Saturday, lessens our learning curve for this week."

Cobb, also a motivational speaker, will draw attention to her fashion line, Driver Boutique -- merchandise for those who live "driven" lives -- on her truck, but the team continues to look for additional partners for the season.