



NEWS RELEASE

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THIS WEEK'S RACE
EnjoyIllinois.com 225,
Chicagoland Speedway

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Cobb Heading to Venue of Choice

Has Prior Experience, Top-10 Finish at Chicagoland Speedway

MOORSEVILLE, N.C. (August 23, 2010) - The No. 10 Driven team is returning to its venue of choice, the mile-and-a-half speedway. Jennifer Jo Cobb recorded her best finish (14th) in NASCAR Camping World Truck Series (NCWTS) competition at intermediate speedways this season. Cobb aims to improve her best finish this week at Chicagoland Speedway in the EnjoyIllinois.com 225.

Cobb has competed in two ARCA races at Chicagoland Speedway. She scored a 10th-place finish in 2004 and a 19th-place finish in 2008. The Kansas City, Kan., native hopes her prior experience at the 1.5-mile track will pay off on Friday.

Cobb is currently 16th in NCWTS championship standings, 121 points outside of the top-15. She aims to make history this year by finishing the season higher than any previous female in one of NASCAR's top-three series.

Cobb Comments on Chicagoland Speedway:

"I'm excited to go back to the Chicagoland Speedway. I have a top-10 finish in the ARCA Series at the track. I've raced there once since that event. We just took our Nationwide Series car there. We called it a dress rehearsal race because we wanted to have a good showing at Kansas [Speedway] and used that weekend to prepare. So I've got some recent laps there. That Nationwide car wasn't quite up to par and we didn't make the show, but we did get to practice which is always helpful. There's no substitute for seat time at a track, so hopefully that experience will help us at Chicagoland.

"I like the track. It suits my driving style. It suits our team. We've done really well at mile-and-a-half tracks this season. We're ready.

"I have a condo in downtown Chicago. It's just a beautiful city. I just sit there on the 29th floor in the middle of the lights and say to myself, 'Why don't I come here more?' I have great friends there. It's a very big city, but it's very friendly and very safe and I love being downtown. You can go there and hear old time Frank Sinatra music or have some Gibson's Chocolate Mousse Pie. That's my number one, favorite thing on Chicago's menu."

About Jennifer Jo Cobb:

Jennifer Jo Cobb is a NASCAR Nationwide Series, NASCAR Camping



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World Truck Series and ARCA Racing Series driver as well as a national spokesperson, public speaker and television personality.

Jennifer is working to secure sponsorship for 2010. Between race events, Jennifer does appearances for her sponsors, is a public speaker, runs her businesses and works for the Richard Petty Driving Experience.

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