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THIS WEEK'S RACE
Homestead-Miami Speedway

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Cobb to Make History at Homestead *Will Finish Season as Highest-Finishing Female in Top NASCAR Series*

MOORESVILLE, N.C. (November 15, 2010) -Jennifer Jo Cobb will make NASCAR history when her Lilly's Cosmetics Ford F-150 takes the checkered flag in Friday night's Ford 200 at Homestead-Miami (Fla.) Speedway. At 17th in the final point standings, Cobb will surpass Tammy Jo Kirk as the highest-finishing female in one of NASCAR's top-three series. Kirk closed out the 1997 season 20th-place.

The 2010 NASCAR Camping World Truck Series season marked Cobb's first full year of NASCAR competition. Driving for her own team, Cobb's season was highlighted with five top-20s and two top-15 finishes. Her best finish of the season is 14th-place, which she achieved twice (Texas and Darlington).

The majority of races were subsidized by Cobb's clothing lines, DrivenMale.com and DriverBoutique.com. This week, though, Cobb's F-150 will carry a new primary sponsor, Lilly's Cosmetics (www.LillysCosmetics.com). The No. 10 Ford will don a pink paint scheme to highlight the organization. Lilly's Cosmetics offers all of the first-quality products from the #1 Best Selling Cosmetics and Skin Care products at prices you can afford. The easy-to-access website allows you to shop at your convenience, from the comfort of your home.

Cobb Comments on Her Historical Feat and New Sponsor:

"We are going out with a bang at Homestead and I'm so excited. We really haven't had a full sponsorship since Texas. For the first time in my racing career, we are introducing a new sponsor which is Lilly's Cosmetics. I get to drive a pink truck which is all about makeup and I think that the fans are going to be excited about it. I'll have a pink driving uniform and a cool paint scheme. Please go to LillysCosmetics.com and help support that great sponsor. You're going to be in love with the products on there. Momentum into next season all begins at Miami. I am so grateful for a wonderful 2010 season and what a fitting way to wrap it up with a new sponsor.

"There's been a lot of talk about finishing as the highest female in one of NASCAR's top-three series. I'm just so proud of our team and excited about the future. Having achieved this, it will give us some momentum into the future. I'm all about looking forward and doing better. I see this accomplishment as a great starting point. It's definitely an honor and I hope that we can continue to top it each season that we race. Hopefully we'll find some sponsorship



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and be able to continue this next time around.

"I hope that my team's accomplishments have been an inspiration. I wanted to prove that you can't let age or gender keep you from achieving your goals. I don't have the profile of a typical NASCAR driver, but that never stopped me from chasing my dream. Our team doesn't have a large budget by any means and we don't have the resources that some of the larger operations have. We never let that keep us from believing we could compete against NASCAR's best. I hope that our accomplishments are an inspiration."

About Jennifer Jo Cobb:

Jennifer Jo Cobb is a NASCAR Nationwide Series, NASCAR Camping 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.

- 30 -

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