



Press Release

February 14, 2011

Cobb Chasing History at Daytona Aims to be first female NASCAR driver to reach top 10

Mooreville, N.C. (February 14, 2011) - Jennifer Jo Cobb made history last season when she ended her NASCAR Camping World Truck Series (NCWTS) campaign in 17th place. Her feat made her the highest-finishing female in one of NASCAR's top three series since 1949. Cobb hopes to notch another record this week at Daytona International Speedway (DIS). If Cobb claims a top-10 at the famed race track, she will be the first female to do so.

Janet Guthrie and Erin Crocker have achieved top-15 finishes at DIS, but still no female has reached the top-10. Cobb's No. 10 Lilly's Cosmetics (www.LillysCosmetics.com) F-150 is more than capable of powering the Kansas City, Kan.-native to victory lane on Friday night. Cobb will be using the same truck she ran at Talladega Superspeedway last season. She ran solidly in the top-10 before a fuel miscalculation took her out of contention.

In honor of her former hauler driver, Bruce Cover, who passed away last season, Cobb has named her F-150 after him. Cobb hopes to give "Bruce" the tribute of a lifetime and bring home a win.

"I'm really excited about Daytona," Cobb said. "Our team has been working so hard on our Lilly's Cosmetics Ford F-150 to prepare for this race. It was super-fast at Talladega and handled very well in the draft. It left Talladega without a scratch on it, so I know we'll be fast out of the gates. I can't wait for it to hit the track.

"Our truck is named 'Bruce' after my hauler driver in 2010. Bruce was a great guy and very special to everyone on our team. He passed away last season and we wanted to honor him. I know that we have an awesome truck for the

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race and I'm going to do all I can to bring 'Bruce' to the front of the pack.

"I'll be racing with a heavy heart this week. My grandpa passed away a few weeks ago. I loved him a lot and will miss him dearly. I know he'll be watching me race from above. I want to bring him and Bruce a great finish this Friday.

"2010 was our first full season in the NASCAR Camping World Truck Series. We experienced the growing pains of a developing operation, but we learned so much and grew leaps and bounds. I'm very excited to return this year and build on what we learned. I'm really optimistic about what's ahead, especially Daytona. I think this will set the tone for what's to come."

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