



Press Release

February 1, 2011

## Jennifer Jo Cobb Racing Announces First Sponsor for 2011 Season

**Mooreville, N.C. (February 1, 2011) -** Jennifer Jo Cobb Racing (JJCR) and Lilly's Cosmetics ([www.LillysCosmetics.com](http://www.LillysCosmetics.com)) have reunited for the 2011 NASCAR Camping World Truck Series (NCWTS) "NextEra Energy Resources 250" at Daytona International Speedway February 18 in Daytona Beach, Fla.

Jennifer Jo Cobb was driving her pink Lilly's Cosmetics Ford when she made history in the 2010 season finale at Homestead-Miami (Fla.) Speedway, as the highest-finishing female driver in NASCAR points in the modern era. Lilly's Cosmetics will return on Cobb's No. 10 Ford F-150 at the newly paved high banks during Daytona's famed Speedweeks. Cobb's 2010 NCWTS performance will guarantee her a position in the 36-truck starting field. The race will be aired live on SPEED.

"In 2011 sponsorship will be crucial to the survival of our team and we are so grateful to

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have small- to medium-size businesses like Lilly's Cosmetics join us for one-race deals," said Cobb, JJCR owner and driver. "I proudly wear make-up I purchased from LillysCosmetics.com and receive so many compliments; even from professional television make-up artists!"

Cobb is referring to her recent stint on CNN's *Anderson Cooper 360* program where she was dubbed "NASCAR's Fastest Woman." She insisted on wearing the make-up from her sponsor and the stylists provided by CNN gave it a thumbs-up.

"I am excited to once again work with Jennifer and JJCR. Our experience at Homestead-Miami was very positive and I am sure Daytona will be even better," said Lilly's Cosmetics owner Sharon Lilly. "It is nice to have owners and drivers who are willing to work with small businesses that do not have large advertising budgets. With a large number of female NASCAR fans, I feel this is a great way to present my products to them."

Lilly's Cosmetics offers the finest-quality, and best-selling cosmetics and skin care products at affordable prices. The easy-to-access website allows customers to shop at their convenience, from the comfort of their home. For more on Lilly's Cosmetics, visit [www.LillysCosmetics.com](http://www.LillysCosmetics.com)

For more on Jennifer Jo Cobb Racing, visit [www.JenniferJoCobb.com](http://www.JenniferJoCobb.com)

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