



Cobb Announces 3 New Sponsors at Daytona

Daytona Beach, FL (June 30, 2011) - Jennifer Jo Cobb will arrive at Daytona International Speedway (DIS) ready for two-car drafting and announcing three new sponsors, Obregon Construction, LLC, Keen's Portable Buildings and Rimrock Flooring. Cobb has shown a knack for the Superspeedways as she climbed her way up to a 17th-place finish in the ARCA event at DIS February 2010 after starting in the 42nd position and scored a historic sixth place finish at the famed track last February in the NASCAR Camping World Truck Series (NCWTS) event. This weekend she returns with her NASCAR Nationwide Series #13/Keen's Portable Buildings Ford Mustang.

Keen's Portable Buildings, a Live Oak, FL based company is the Southeast's largest volume dealer of portable buildings, storage buildings and storage sheds in 48 states. The company provides storage solutions with a wide array of buildings for every budget. They also have zero money down offers and competitive pricing plans for qualified buyers with rent to own options.

Rimrock Flooring is a subsidiary of Rimrock Design and was founded in 1998 in the small town of Lake City, FL. Founder Micah Linton started Rimrock as a master craftsman with not much more than some tools and a vision of creating a company that took pride in workmanship and relationships. Rimrock is a nationally respected tile and flooring installation, design, consultation and national account procurement firm. They currently furnish and install complete tile and flooring packages in over 400 projects annually within the restaurant, retail and hospitality sector. Whether the project is large or small, the focus of Rimrock is to work hard to offer personal customer/contractor friendly service.

Supporting Cobb's car as an associate sponsor for the remainder of the season is Obregon Construction, LLC. Much like JJCR, Obregon Construction is an example of bringing a dream to reality. Founded in 2008, Rick Lind saw firsthand the common thread that ran through successful contractors, and at the same time seeing other firms under-perform, Lind developed a vision of what it takes to succeed in this industry. Obregon Construction specializes in civil site work, concrete and mechanical disciplines and welcomes the opportunity to serve this industry.

"We enjoy growing with our partners and we are very grateful to introduce three great sponsors to NASCAR this weekend," said Cobb.

Cobb comments on strategy for the Subway Jalapeno 250 presented by Coca Cola, "The hardest thing to do at the Superspeedway races is exude patience to avoid the wrecks. There are times when I can run side-by-side with the big teams on these tracks but backing out of the pack and finding a partner to tandem with and avoiding the big wrecks will be key to a good finish. We have just one Nationwide car and to damage this car here will put us out of contention for several races so I am hoping for great intuition to know when to go for it toward the end of the race for another great finish here."

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