



NEWS RELEASE

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THIS WEEK'S RACE
Built Ford Tough 225, Kentucky
Speedway

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Kentucky Perfect Place for Cobb to Shock Fans

No. 10 Team Aims to Reach Top-15 in NCWTS Standings

MOORESVILLE, N.C. (August 30, 2010) - Kentucky Speedway has a history of drivers overcoming the odds. Whether it was David Gilliland's upset win in 2006, or Stephen Leicht's first career victory in 2007, the track has been "wowing" fans since its first race in 2000. Jennifer Jo Cobb and her No. 10 Driven team hope to add to Kentucky's reputation in this week's Built Ford Tough 225. Cobb aims to score her best finish of the season and close in on the top-15 NASCAR Camping World Truck Series (NCWTS) championship standings.

Cobb is currently 16th in NCWTS championship standings, 142 points outside of the top-15. She aims to make history this season by finishing the season higher than any previous female in one of NASCAR's top-three series.

Cobb has one prior race at Kentucky Speedway in the truck series. She drove for Derrike Cope in 2008.

Cobb Comments on Kentucky Speedway:

"You know, I'm so excited about racing at Kentucky Speedway. We have done a lot of promotions with the track, so I've had an opportunity to visit the area a couple of times before the race. It makes me feel really good to think that the speedway would invite us to help build up the Built Ford Tough 225. Hopefully our Driven F-150 will represent the Ford brigade well.

"It's going to be an exciting race for sure. The track has a history of upsets and first-time winners. You just never know what will happen there. We're definitely an underdog team and it would be great to shock some folks with a really good finish. Kentucky Speedway is a track that I have experience at. Our team is excited to get back to the 'knowns' and not the tracks that we've never been to before, so I think Kentucky has potential to be one of our best finishes of the season.

"We're knocking on the door of the top-15 in the championship standings. We're over a hundred points out, so it's to the point that we either need to step up our game drastically, or someone else needs to have bad luck. I don't wish bad luck on anyone, so I'm ready for us to step it up. I'm going to try something new this



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week. I'm going to get a pen and a pad and go around to all of the people that I can think of - other drivers, crew chiefs and crew members. I'm going to ask them what are two things they think we can do that don't cost any money to improve our program. I think that's an interesting way to do it and find something that we haven't thought of."

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.

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