



NEWS RELEASE

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THIS WEEK'S RACE
New Hampshire Motor Speedway

Cobb Ready for New Hampshire Debut Hopes 'Smart' Game Plan Takes Her Closer to Top-15

MEDIA RESOURCES

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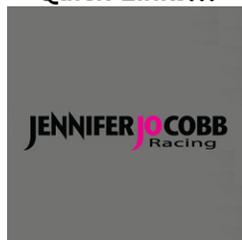
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Quick Links...



MOORESVILLE, N.C. (September 13, 2010) - Jennifer Jo Cobb has never competed at the New Hampshire Motor Speedway, but that's not to say she isn't ready for the task ahead. As a Raybestos Rookie of the Year contender, the strong majority of the events on the NASCAR Camping World Truck Series schedule are first-time venues for Cobb. Going into this week's TheRaceDayRaffleSeries.com 175, Cobb plans to apply the same tact that she has at her previous track debuts.

Cobb aims to race smart. She'll learn the track one lap at a time and find her comfort level. Once she feels confident behind the wheel, she'll go for it. The strategy has paid off this season and has Cobb's No. 10 Driven team in 16th-place in the championship point standings. She hopes her game plan will bring her closer to the top-15.

Cobb will have a special decal on her No. 10 Ford F-150. Cobb went skydiving with the U.S. Army Parachute Team Golden Knights last week and will show her appreciation by putting their logo on her truck.

Cobb Comments on New Hampshire:

"I'm looking forward to New Hampshire because by now we've been on so many different types of race tracks. Throwing a short, flat track at us won't be too big of a change. I know it's not a 'cookie cutter' speedway by any means, but we've had so many situations at tracks that we've been on that I think we'll at least know what we're getting into.

"The part I'm looking forward to is that we've been fairly strong on our mile-and-a-half program. We try to run smart races and I think that strategy will pay off for us this week. We don't race really hard in the first half and we make sure we don't get caught up in a wreck or accident. We race really hard in the second half. As you see, we tend to climb further and further up as the race goes on. New Hampshire is one of those tracks where lots of trucks seem to find trouble and hopefully we can take advantage of those situations. But I don't wish bad luck on anyone. I pray for my competitors' equipment because I know how expensive it is. We're growing as a team and getting stronger each week. Hopefully it won't be long before we're contending for a win with all 36 trucks



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still in the race.

"We're going to need strong performances to crack the top-15 in the championship standings. We're right on the edge now and our team is working tirelessly to break through that barrier. It's important that we focus on each and every event and bring our 'A game' every week. We're focused on New Hampshire now and ready to make a big gain in the standings."

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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