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THIS WEEK'S RACE  
Texas Motor Speedway

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## Cobb Returns to Site of Career-Best NCWTS Finish

*Looking to Top 14<sup>th</sup>-Place Run Scored Last June*

**MOORESVILLE, N.C. (November 1, 2010)** - Jennifer Jo Cobb's scored her best finish of the 2010 NASCAR Camping World Truck Series season at Texas Motor Speedway last June. Her 14<sup>th</sup>-place run at the 1.5-mile race track has her anxiously awaiting the opportunity to top her performance in this week's Longhorn 350k.

Cobb will have a new sponsor adorning her Ford F-150 at TMS. On board Cobb's truck will be Kansas City-based Guier Fence.

"It is great to have a company headquartered in the KC area come out on the road with us as a primary sponsor for the Texas race," Cobb said.

"I have a beautiful Guier Fence in my yard and my neighbors just loved it when I got it and they thanked me for sprucing up our already lovely neighborhood with it.

"We ask our fans to support Guier Fence on Facebook as well as to look at them for franchising opportunities for those seeking a business. And of course, if you need a fence, Guier just makes sense!"

"Guier Fence has been stretching to accomplish growth this year with our new franchise operation, much like Jennifer has in her quest to become a top 20 finisher in the NASCAR Camping World Truck Series," said Lea Bailes, Chief Executive Officer of Guier Fence.

"We're really pleased to have an opportunity to partner with Jennifer. Her values align well with ours. Jennifer's attitude toward her business and her racing is very much in line with Guier Fence's attitude. Guier Fence is one of the most progressive thinking companies in the fence industry and is constantly innovating. Jennifer is progressive and innovative as a driver and now team owner. We look forward to this continuing relationship with Jennifer, and we of course wish her the best of luck in the Texas race as well as in all races she participates."

### Cobb Comments on Her Return to Texas Motor Speedway:

"Our best finishes this season came at Texas and Darlington. We had 14<sup>th</sup>-place runs at each venue. That has me really excited about returning. It's a track that my crew chief had an awesome

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setup for and a good baseline for us to start with. Hopefully we'll be able to pick up where we left off.

"Attrition can play a big factor at Texas. There are usually a lot of wrecks and motors have a tendency to blow because the speeds are so quick. The key is to know when it's time to go. You don't want to race for position when or fight to keep your spot when there are still tons of laps left in the race. That's what gets you in trouble. Our formula has been to stay conservative in the beginning and pick up the pace as we go. That's been pretty successful for us and we'll stick to it this week.

"We're taking one of my favorite trucks to Texas, Jimi. It's named after Jimi Hendrix. This truck 'rocks.' We're hoping to improve the truck by reducing drag and increasing horsepower. The guys at the shop have spent a lot of time getting it ready and I'm hoping it will take us to our best finish of 2010."

### 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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