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## **Jennifer Jo Cobb Racing to Debut in Daytona** ***Cobb Will Run for Rookie-of-the-Year Honors in Camping World Truck Series***

MOORESVILLE, N.C. (February 1, 2010) – There is a new team ready to compete in the NASCAR Camping World Truck Series this season. Jennifer Jo Cobb Racing will debut the No. 10 Ford F-150 in the NextEra Energy Resources 250 at the Daytona International Speedway on February 12. Cobb will attempt a full schedule with the goal of winning the Raybestos Rookie-of-the-Year title and inspire others that age or gender is no obstacle.

The new team, based in Mooresville, N.C., will have support from Mike Harmon Racing to help pool resources and talent.

"I'm excited to be working with Jennifer (Jo Cobb)," said Harmon. "She's done well in the past, but has always raced with older equipment. This year she'll have better resources to work with as she matures as a driver. Last season the team she acquired finished top-20 in the point standings. I think Jennifer has all the potential to finish in the top-10."

Cobb, also a motivational speaker, will draw attention to her fashion line, Driver Boutique ([www.DriverBoutique.com](http://www.DriverBoutique.com)) and Driven for Men ([www.DrivenMale.com](http://www.DrivenMale.com)) -- merchandise for those who live "driven" lives -- on her truck, but the team continues to look for additional partners for the season. She comes into this season with more hope than ever in her career.

"This is a great opportunity, just because of the great equipment and people that we have to work with," said Cobb. "We have proven trucks that have raced up front and I can now focus on racing instead of just qualifying. I think that's why I'm so excited. I finally have the best opportunity to develop my abilities."

Cobb has over 18 years of racing experience, rising up the ranks in the NASCAR grassroots levels. The Kansas City, Kan., native has four previous starts in the Camping World Truck Series, but is now ready to compete with the best drivers and teams in the series.

"I'm not lost on the level of what these trucks are capable of," continued Cobb. "At the same time, I believe that I'm ready. I work hard to keep in great physical shape and have a ton of determination and focus for this season."

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