



PRESS RELEASE

For Immediate Release

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2010 Griffin King of the Hammers Schedule Revealed

JOHNSON VALLEY, CA, OCTOBER 10, 2009: Hammerking Productions is releasing the 2010 Griffin King of the Hammers week long schedule concluding with an award ceremony on Saturday February 13, 2010. The week will be packed with different opportunities to race. "We encourage everyone to come out, watch the racing, and come see all of the vendors," said Dave Cole of Hammerking Productions.

New for 2010 is the addition of multiple large white tents that will host many off-road related companies. "We want this to be an all inclusive trip," said Cole. "You can watch racing, meet celebrity drivers, go wheelin, and be able to outfit your vehicle right there on the lake bed with the most innovative products." The Vendor Show will be open starting Wednesday afternoon. An extensive Vendor list will be available on www.KingOfTheHammers.com as we get closer to the event.

Below is the Schedule for the week. There will be many more special events and opportunities added to this week long adventure. New announcements will be made at www.KingofTheHammers.com.

Monday February 8:

- ♣ GPS Downloads and Pre-Running Open

Tuesday February 9:

- ♣ *4 Wheel Parts LCQ Day 1*
- ♣ Sponsored Party

Wednesday February 10:

- ♣ *4 Wheel Parts LCQ Day 2*
- ♣ Pit Bull Tires UTV King of the Hammers Race Tech & Contingency
- ♣ Vendor Show Open 3pm –
- ♣ Sponsored Party

Thursday February 11:

Course is CLOSED to Pre-Running

- ♣ *Pit Bull Tires UTV King of the Hammers Race*
- ♣ Griffin King of the Hammers Race Tech & Contingency
- ♣ Vendor Show Open

- ♠ **Sponsored Party**

Friday February 12:

- ♠ ***Griffin King of the Hammers Race***
- ♠ **Vendor Show Open**
- ♠ **Griffin King of the Hammers After Party**

Saturday February 13:

- ♠ ***9am Griffin King of the Hammers Awards Banquet***
- ♠ **Friends Of Johnson Valley Breakfast**
- ♠ **4 Wheel Parts Volunteer Trail Ride**

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Hammerking Productions, Inc. created the "King of the Hammers" off-road race in 2007 (www.kingofthehammers.com). The 2010 Griffin King of the Hammers will be on Friday February 12th, 2010 where over 15,000 drivers and fans from around the globe will descend on the desert of Johnson Valley for over a week of off-road related activities. The 2009 running of the King of the Hammers was featured on Spike TV and in the film "Second Crusade." In 2009, Hammerking expanded race action to include three additional regional qualifiers for the 2010 race. In 2010, there will also be the addition of the Pit Bull Tires UTV King of the Hammers on Thursday February 11th, 2010. More information can be found at www.kingofthehammers.com.

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