



PRESS RELEASE

****For Immediate Release****

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GenRight is announced as King of the Hammers Official Suspension System

JOHNSON VALLEY, CA, OCTOBER 3rd 2009:

GenRight Off Road has proudly partnered with Hammerking Productions as the Official Suspension System of the 2010 Griffin King of the Hammers. In addition, Tony Pellegrino, GenRight's owner, will



be taking the King of the Hammers challenge on Friday February 12th, 2010 as the Driver of Record.

The formula behind GenRight's success is "Genuine Ideas Engineered Right." They are committed to building the best and most innovative products for the "true" off-road enthusiast. The most recent additions to their long list of top quality products are complete Suspension Systems. The complete package includes long travel King coil over shocks and features a triangulated 4 link rear and a 3 link front for maximum articulation. The GenRight suspension system is a long travel, weld in, heavy duty product to take your Jeep to the next level. Even the brackets are stronger, replacing the stock 1/8" brackets with heavy duty 1/4" brackets. "These kits are beefy... the kind of stuff that doesn't leave you stranded on the trail," said Pellegrino.

Tony Pellegrino is not a new name or face to the off-road community and is a welcome addition to the King of the Hammers list of competitors. He will be on the starting grid in the same candy red GenRight Jeep that can be found on the trails, supporting off-road events, 42 out of 52 weekends of the year. "I am very excited to be running in this years King of the Hammers race. I consider this to be my home court where my friends and I normally go to test our equipment and skills on the weekend," said Pellegrino.

GenRight designs, manufactures, assembles and distributes a long list of products for all styles of Jeeps right in their Simi Valley, CA location. "Made in the USA" is very important to Pellegrino. Some other products GenRight manufactures include weld in roll cages, body armor, Crawler gas tanks and wheelbase stretch kits. "As a business owner I am on the trail with the people who need the parts, I know what works and what doesn't work...then the next step is to always test our products on the trail before we ever produce them," said Pellegrino. Dave Cole from Hammerking Productions adds, "We are excited to have GenRight on the list of Official Products. It's important for Jeff and I to partner with companies who build quality products and support the King of the Hammers."

For more information about GenRight and their products, please visit their website at www.genright.com or call (805) 584-8635.

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Hammerking Productions, Inc. created the “King of the Hammers” off-road race in 2007 (www.kingofthehammers.com) and released its first full-length film in 2008. The 2010 Griffin King of the Hammers will be held 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. More information can be found at www.kingofthehammers.com.

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