



PRESS RELEASE

****For Immediate Release****

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2010 Griffin King of the Hammers Has over \$57,000 of Winnings on the Table

JOHNSON VALLEY, CA, FEBRUARY 3, 2009: The winner of the 2010 Griffin King of the Hammers will be awarded \$10,000 from King of the Hammers in addition to \$5,000 from BFGoodrich at the awards ceremony that will commence the 4th running of the King of the Hammers.

BFGoodrich is not only adding to the cash prize, but is also giving the new King the offer of an eight tire contract for their 2010 racing efforts. Torchmate CNC Cutting Systems will be adding a 2x2 CNC Prototyping System to the New Kings garage. It includes a Thermal Dynamics Plasma Cutter, Hand Torch Holder, Routing Package, Torchmate CAD software, BobCad 3D Software, and is valued over \$7,250. If that wasn't enough, there is an additional \$33,700 dollars available to pick up in contingency.

A company puts up a contingency on a race stating a requirement, for example, must have stickers or their specific product on the race vehicle. They then state an award ranging from thousands of dollars to gift certificates or products depending on the drivers finishing place. Some great companies stepped up to help the drivers with contingency opportunities this year. In the shock world, FOA Shocks put \$5,000 up, King Shocks put \$4,000 up and Sway-A-Way, Radflo Suspension Technology, and Bilstein Shocks are also participating. Traxxas put out a fun prize of Summit radio controlled monster trucks for the winning driver and crew. The prizes aren't all for first place, there is contingency money scattered across the board with one of the bigger one a \$2,500 cash prize from Longfield Super Axles for the first person to not qualify into the 2011 King of the Hammers.

The 4 Wheel Parts Last Chance Qualifier is going to be a strategic race for positioning in Friday's race, but there is also over \$1000 of contingency money at stake for first place. Coming out of the Last Chance Qualifier in 1st place puts you 5th position, with the only better starting position being 8th to start in 3rd position, why not go for first and grab some contingency money. There should be an even stronger battle for first now.

\$5,000 will be awarded to the winner of the Pit Bull Tires UTV King of the Hammers race. This is the largest purse in the history of all UTV racing. In addition, there is another \$2500 out in contingency prizes that can be awarded.

The awards ceremony will be a great event where all of the mentioned cash and prizes will be handed out to the very well deserving 2010 Griffin King of the Hammers drivers.

Please see the specific listings of requirements and awards at www.kingofthehammers.com in the recent news column at the bottom of the home page.

2010 Griffin King of the Hammers
4 Wheel Parts Last Chance Qualifier
Pit Bull Tires UTV King of the Hammers
Official Tire: BFGoodrich
Official Wheel: RaceLine
Official Light: Vision X
Official Shock: FOA
Official Suspension System: GenRight
Official Toyota Rock Crawling Parts Supplier: Trail Gear
Official Steering: PSC Motorsports
Official Oil: Royal Purple
Official RC Car: Traxxas

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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