



PRESS RELEASE

****For Immediate Release****

Contact: Charlene Bower

Phone: 714-394-1716

Email: Charlene@BowerMedia.com

2010 Griffin King of the Hammers DownTown HammerTown

JOHNSON VALLEY, CA, FEBRUARY 1, 2010: DownTown HammerTown has been laid out and is amazing! The chalk is on the ground and now we are waiting for the tents to be erected and the semi's to arrive. It is truly a city on the lakebed!

There are over 80 vendors that will line the rows and fill the big 100x120 circus tent. They range from vendors just showing their products, to massive outfits that have parts on sell for you to take advantage of. You will just about be able to buy anything from nuts and bolts, t-shirts and hats, to some large bolt on items that you can purchase and walk out to install. The best part of the Vendor show is you don't have to wait to use your newest gadget! You can use it that day!

The tent that you won't miss is the King of the Hammers general store. There you will find all the 2010 merchandise and programs. These programs will make you successful during the week at the 2010 Griffin King of the Hammers. It has the schedule of events, the drivers and numbers, the course maps and some great articles about the history of the King of the Hammers.

There are a number of manufactures that have stepped up to help out with any needs that may arise over the week. There will be multiple shock support rigs here including King, Fox and Bilstein. Torchmate CNC Cutting Systems has offered their services to cut anything that you need right on the lakebed. ReadyWelder will have a welder that drivers can use to tack up a recent break. 4 Wheel Parts will have their semi out with a large assortment of items, but they will also be able to special order you products that will be delivered to the lake bed the next morning. Butch's Speed shop and PCI Radios will be on site to take care of your last minute racing needs. So don't worry if something happens while you're out there, our team of support vendors are there to lend a hand.

Traxxas is building an RC track that will be utilized for the Pro Driver race on Tuesday night and for anyone that brings their RC cars to play with during the week. RC4WD will also have a rock pile inside the main tent to test their cars.

Tinaz Tacos and Funnel Cake will be out here the whole week to keep our tummies happy. Don't worry, Tinaz Tacos serves other dinner items for all of you wanting to eat there all week. And if a hot cooked meal is not what you are looking for, there will be ice, snacks and dry package goods available at New Image 4x4.

We encourage you to stop by the Land Use Emporium where all the land use groups have bound together and united. It is important that as 4 wheelers we all work together to participate with these groups. Some will be doing raffles and others will just be handing out valuable information.

DownTown HammerTown will be where all the action is. The Start Finish line is right here. Nightly parties will happen out of the Griffin Pirate4x4 Lounge with the campfire just walking distance away. Cars will fill the aisles for Contingency and Tech and stay in town for the Raceline Wheels Show and Shine. And the Pirate4x4 TV Live! show will be running Live all week.

Bring your shopping list and increase your line of credit because I guarantee you there will be something here that you want!

To see all of the vendors and the map layouts go to:

<http://www.kingofthehammers.com/partners.php>

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.

END