



PRESS RELEASE

****For Immediate Release****

Contact: Charlene Bower

Phone: 714-394-1716

Email: Charlene@BowerMedia.com

2010 Griffin King of the Hammers has some Grand Supporters

JOHNSON VALLEY, CA, FEBRUARY 4, 2010: The Racers make the race, but the event has evolved into the largest and most talked about Off Road race in the world thanks to the help and support of every single one of the Sponsors. Griffin Radiators is the title sponsor for 2010 with two other sponsored races and nine Official Products.

Griffin Radiators continues to show their support for the King of the Hammers. Tom and Steve Beebe are proud to be the title sponsor again this year. "As the first major sponsor of the event we have been able to watch the venue grow from a few trailers and rock buggies to a sprawling city of circus tents and semi trucks" said Steve Beebe, Griffin Marketing Director. Griffin came on board in 2009, and continues to show additional support as they know this has become "the RACE".

4 Wheel Parts sponsored the Last Chance Qualifier giving 21 racers one more shot to get into the main race. They also assisted with the addition of the vendor show, which went from an outside contingency row in 2009 to a massive tent and aisles of semis.

The third race that has become a part of King of the Hammers stable is the Pit Bull Tires UTV race on Thursday. Started as an exhibition last year, Pit Bull tires helped up the anti with a \$5,000 purse that should push any UTV driver to the extreme.

There are multiple Official Products of the King of the Hammers that will be proudly displayed within the vendor area. These companies have helped support the racers, the fans and the event production. BFGoodrich Tires is the Official Tire for the second year in row. Their tires have proven to be podium bound with both 2009 Jason Scherer and 2008 Shannon Campbell on their team. BFGoodrich has introduced two new tires to this arena and continues to test and improve.

Raceline Wheels has been a supporter of King of the Hammers for the last four years. At last years race, 32 out of 92 racers knew the value in Raceline and competed with zero failures. This years race is taking on a different view, shall we say a nighttime view, and with that came the need for an Official Light which Vision X Lighting stepped up to shine above the rest. Suspension has been argued to be one of the most important parts of the car to be successful. FOA Shocks has been in the desert racing world, and chose King of the Hammers to make their presence in the rock crawling world.

Some of the Official Product Sponsors are also taking the green flag on Friday morning to test their strength against the odds. GenRight Offroad, the Official Suspension System, owner Tony Pellegrino knows Johnson Valley and will be taking on his first ever race, why not the King of the Hammers. Matt Messer from Trail Gear, the Official Toyota Rock Crawling Parts Supplier, will be starting mid pack in 55th position. Both Pellegrino and Messer have spent multiple weekends in the desert recently practicing and testing. PSC Motorsports, Tom Allen will be taking his normal seat in Dean Bulloch's rig. PSC, the Official Steering has also upped the anti with offering a "Jokers Wild Last Chance Qualifier" opportunity to LCQ participants.

King of the Hammers is proud to have Royal Purple as the Official Oil of the King of the Hammers. They are supporting the Nevada Union High School racing team effort, and will prove that their lubricants can stand up to these extreme conditions. Of course, we all like to have a little fun so we have Traxxas as the Official RC car of the King of the Hammers. Traxxas will be hosting a Celebrity Driver race on Tuesday night at the course that will be set up in DownTown HammerTown.

The Racers make the Race, but the Sponsorship efforts make the Event. We respectfully ask that you help support those that support King of the Hammers so we can continue to grow this amazing event.

All Partners are listed at <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 Tires
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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