



## **PRESS RELEASE**

### **\*\*For Immediate Release\*\***

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## **Performance Steering Components PSC Named King of the Hammers Official Steering and Announces Last, Last Chance Qualifier**

JOHNSON VALLEY, CA, OCTOBER 23, 2009: Performance Steering Components, more commonly known as PSC Motorsports, and Hammerking Productions, Inc. are excited about announcing PSC as the Official Steering of the 2010 Griffin King of the Hammers.



"PSC has always been a strong supporter of this race, and we are proud to have them as the Official Steering company," said Jeff Knoll of Hammerking Productions.

"This is the ultimate product development lab and proving ground. With the Ultra 4 vehicle rules basically leaving car design wide open, it has bred innovation. There is no pre-determined car design that dominates, which has fabricators scrambling to build what they vision as the perfect car," said PSC owner Tom Allen. "It has definitely created what we refer to as "the better mousetrap syndrome." Tom has been producing quality steering components for racing and offroad for over 26 years and PSC is now in its ninth year of business.

PSC will be bringing a complete mobile steering shop with them and plenty of parts to Hammertown, USA in February. "We will have a complete staff that will do whatever it takes to get your vehicle turning," explains Allen.

PSC is also announcing the "Jokers Wild Last Chance Qualifier" opportunity to LCQ participants. Racers that did not obtain a starting position through LCQ will be given the opportunity to be entered into a drawing for the last starting position. The drawing will take place after the LCQ races are completed on Wednesday February 10th 2010. A container will be filled with playing cards plus one Joker. Total number of cards will equal the total number of entrants. Drivers will each draw one card, and the driver with the Joker will be awarded the final starting position. This position must be used by the drawing winner. If this team is unable to compete, an additional drawing may be held. To qualify for the PSC Jokers Wild Last Chance Qualifier, pre-registration is required. In addition, PSC product must be used on the race car and the car must

display three PSC 4.5"x12" contingency decals – one on the roof, and one on each side of the car.

For More Information on PSC Motorsports go to: [www.pscmotorsports.com](http://www.pscmotorsports.com)

Hammerking Productions, Inc. created the "King of the Hammers" off-road race in 2007 ([www.kingofthehammers.com](http://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](http://www.kingofthehammers.com).

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