



PRESS RELEASE

For Immediate Release

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The Incredible Rob MacCachren Will Start the 2010 Griffin King of the Hammers

JOHNSON VALLEY, CA, OCTOBER 10, 2009: Rob MacCachren will be starting the 2010 Griffin King of the Hammers on Friday February 12, 2010. MacCachren is a leading racer that successfully crosses over multiple disciplines of racing and comes out on the podium. "I'm excited about the opportunity to race the 2010 King of the Hammers race. I've followed the competition over the past couple years and I'm stoked about this chance to race," said Rob MacCachren.



For 28 years, Rob MacCachren has been racing in the open desert. MacCachren has accumulated 5 SCORE Baja 1000 victories and another 5 SCORE Baja 500 wins. He was heralded as the premier driver after winning the longest distance (1296 miles point-to-point) SCORE Baja 1000 ever held in 2007. The multi-disciplined championship racer has accumulated over 150 victories and numerous championships between closed short course and open desert racing. In 2008, he was named DirtSports Magazine Driver of the Year. "I don't see the challenge in this race as the desert section, but more the technical rockcrawling sections that I have limited experience in. However, we are going to be practicing over the next few months with some of BFGoodrich's pro rockcrawling racers. These guys will really help in accelerating the learning curve," said MacCachren.

In 2009, Rob MacCachren is racing the three premium desert racing series SCORE, BITD and SNORE. He is also racing in both the The Off Road Championship (TORC) and Lucas Oil Off Road Series (LOORS) short course racing series. "He is a legend in the sport of off-road racing. He can drive anything, anywhere, at anytime and excel at it," said Jeff Knoll of Hammerking Productions. "Its fantastic that he has chosen King of the Hammers to add another notch in his championship belt."

MacCachren will be piloting the Blue Torch car that was built by blending a combination of rock crawling and desert racing technology. They feel that the motor and transmission combination is a winning setup. "We are excited to have someone like Rob take this car to its full potential and push it to its limits," said Jason Carner of Blue Torch FabWorks.

Rob MacCachren is the driver of record for the King of Hearts sponsor BFGoodrich Tires. For 20 years, Rob MacCachren has served as an ambassador representing BFGoodrich Tires to both the private and public sectors involved in racing and motorsports. "For over 25 years I've used BFGoodrich Tires in both racing and on the street. They have never let me down," said MacCachren.

For More Information on 2010 Griffin King of the Hammers please go to www.kingofthehammers.com or contact Charlene@BowerMedia.com.

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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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