



## **PRESS RELEASE**

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

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### **FOA Shocks Rise to be King of the Hammers Official Shock Absorber**

JOHNSON VALLEY, CA, NOVEMBER 23, 2009: It is with great excitement that Hammerking Productions, promoters of 2010 Griffin King of the Hammers announce FOA Shock Absorbers as the Official Shock Absorber.

Dave Cole, Co-founder of Hammerking Productions, remarked "FOA is a perfect fit for us. They cut their teeth in Desert Racing and immediately found a following in the Rock Crawling crowd. That type of cross over functionality typifies our style of racing."

"We think King of the Hammers is the ideal series to step up our involvement in rock racing and the rock crawling sport in general." stated FOA leader Chris Farrell. "Our customer base is primarily the rock/Jeep crowd and with our knowledge of off-road racing, we couldn't ask for a better fit. We are honored to be a part of the King of the Hammers family and look forward to growing with them."

FOA Shocks will use their race entry to host well known driver Jeff Mello and his FOA shock outfitted rig. Mello started on the pole position in the 2009 Griffin King of the Hammers but "not having good suspension was defiantly a contributor to the demise of last years race. I cannot think of a any single piece of equipment that would make a greater difference to this teams performance," said Jeff Mello. "We have been looking forward all year to go to the King of the Hammers with some good shocks under us and can't be happier to be hooked up with the Official Shock FOA."

FOA Shock Absorbers is based in Las Vegas NV. and specializes in a full line of off-road racing shocks and bumpstops from 2.0 remote reservoir models, to large 2.5 coilovers and 2.5 to 3.5 bypasses shocks for the serious competitor. Using a combination of proprietary design and American ingenuity, FOA Shocks offer quality products at a substantial savings over their competition.



For More Information on FOA Shocks go to: [www.F-O-A.com](http://www.F-O-A.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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