



PRESS RELEASE

****For Immediate Release****

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Ultra4 racing blasts into the Missouri like the James Gang.

Southern Missouri Off-road Ranch in Seymour Missouri to host the final stop in the Ultra4 International Endurance Championship.

Mixing beauty with some of the worst terrain yet in the IEC, Ultra4 racers will blaze through trails once reserved for The James Gang. The final stop in the Ultra4 International Endurance Championship, July 10th, 2010, will welcome home the local favorite Derek West in the points lead for the series win. Racers will leave the line in a blaze of glory to tackle the 90-plus mile course with an assortment of rocks as varied as the teams themselves. "I have a sick course laid out for them; they may hate me for it!" said Brandon Powell SMORR co-owner. The race will start with nearly a mile of the fastest terrain in the park, but will degenerate quickly from there as the teams run through rock filled creek beds, climb waterfalls, run up vertical climbs of shale, and of course, contend with the trees. The IEC point's race is extremely close coming into the third event, and it is still anyone's race. Loren Healy 2010 KOH winner, is running second, but is followed by a host of teams looking to capitalize on a win. In addition the SMORR Ultra4 race is a qualifier for the 2011 King of the Hammers. Teams not currently qualified will have a chance to earn a spot in what has become the biggest race in Rocksports. And if that is not enough a number of teams will be looking to gain enough points in the IEC to qualify that way. The SMORR event is expected to attract a large field of racers, and the park is well suited for it.

The Southern Missouri Off-Road Ranch is extremely family friendly and spectators are encouraged to attend the event. Entry is \$7.00 for adults, teens are \$3.00 and kids under 5 are free. There is also a very nice camping area at the park with limited spots with electrical hookups, onsite dump station, top notch bath and shower facilities, and plenty of primitive camping. Camping prices range from \$7.00 a night to \$20.00 and hook up sites are limited. Please contact: for additional camping information.

About Southern Missouri Off-Road Ranch, SMORR is located five miles south of Seymour Missouri; the 930 acre ranch is a true slice of early America, with a diverse collection of terrain and trails for all off-road skill levels. Because the ranch is less than five years old trails change frequently and SMORR continues to develop new opportunities. SMORR is open every weekend from 9:00 am Friday until sundown Sunday. (Call for extended holiday schedules.) To protect the native plant life absolutely no firewood may be brought into the Ranch but Firewood is available for purchase. For more information please visit (www.smorr.net)

Hammerking Productions, Inc. created the "King of the Hammers" Ultra4 off-road race in 2007 (www.kingofthehammers.com) and released its first full-length feature film in 2008. Since its inception, the King of the Hammers franchise has grown to include a regional qualifier network across the United States and Canada. Hammerking Productions has produced event coverage for Spike TV, Speed TV and is in post-production of its third full feature film, "Anarchy". The King of the Hammers event draws 50,000 spectators, and has grown to include over 100,000 fans worldwide. "King of the Hammers" is largely known for being the toughest one-day off-road race on the planet. It attracts teams from around the world and has been the focus of international media coverage. The event is held each February in the Johnson Valley OHV area in Southern California. In 2010 Hammerking Productions, Inc. expanded its services to include race program management, commercial film production, and marketing services for the off-road



