



PRESS RELEASE

****For Immediate Release****

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Hammerking Productions announces Canadian Ultra4 Qualifier

Tail Creek, Alberta Canada

The Highriders Challenge is beyond doubt the biggest, toughest and most significant off-road event on the Canadian 4x4 calendar, and it just got bigger. After 10 years of the Highriders Challenge, Trail Creek Race Way will play host to the first International King of the Hammers Qualifier. The "Highriders Ultra4 Canadian Qualifier" will advance the top seated driver from the July 4th 2010 weekend to the 2011 Griffin King of the Hammers in Johnson Valley, California. KOH, as its racers call it, is the toughest one day off-road race on the planet. One hundred drivers from across the globe will attempt to obtain a very selective spot in the race and the Highriders Challenge is the first of its kind internationally. "We have always had a large following in Canada, with its own suburb in Hammertown called Camp Canada. It was only a matter of time before we had to offer a qualifier in the North," stated Jeff Knoll of Hammerking Productions. The Highriders Challenge will offer not only Canadians the chance to qualify, but has made a special entry fee offer to racers from the United States in an effort to attract additional stateside teams to this unique event.

The Highriders Challenge, now in its 10th year, will attract over 2000 spectators a day and hundreds of campers for the weekend event. Live music and other special events make it a favourite in central Alberta. For more information please visit, www.highriders.ca or contact info@highriders.ca.

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.



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