

**For Immediate Release:
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JNJ Motorsports Media**

Boom Briggs Enjoys Successful June, Opens July with ASLMS at Central PA Speedway

Bear Lake, PA (June 30, 2010) Rick 'Boom' Briggs has had an awfully busy summer both on and off the race track, but having success on the race track has made everything worthwhile for the Bear Lake, PA throttle jockey.

After finishing second behind good friend Rob Blair with the O'Reilly All Star Late Model Series (ASLMS) at Central PA Speedway on Memorial Day weekend, Boom traveled to Stateline Speedway in Busti, NY on June 5 for a \$4,000 to-win event. The evening was uneventful for the Boom Briggs Racing (BBR) team as Boom was credited with a 27th place finish after dropping out early and Rob Blair, who was driving a BBR backup car, was credited with a 14th place finish after winning a heat race and contending for to win in the feature event before a mechanical issue forced him pit side.

On June 8, the ASLMS was back in action at Sharon Speedway in Hartford, OH. Boom's fortune's would change quickly as he won his Rocket Chassis Heat Race from the third starting spot which put him in the redraw for the 40 lap main event. Briggs drew the pole position setting him up for what was to come. Boom and his Meridien Hardwoods, Sorbera Family Chiropractic, Horton Equipment, Asel Enterprises, Briggs Transport, Tony Stec Lumber, Chub Frank Racing, CJ's Auto Transport sponsored 99B Rocket Chassis led the first 20 laps before Doug Horton took over lead but Briggs never let him out of his site. Boom regained the lead with a mere seven laps remaining to capture his first ASLMS win of 2010 and fourth of his career.

'It was a good night for us at Sharon, and we needed it after Stateline,' a humbled Briggs stated. 'We had the same setup in the car we used when we finished sixth with the Outlaws there and it worked out well. It was a fun race too, battling with Doug and Robbie like that. I was happy to see that caution there with two laps to go though; I don't know if I could have held off Robbie, I knew he was coming.' Boom followed the win with a 10th place run at Little Valley Speedway in New York as well as a sixth place finish at Lernerville Speedway in Sarver, PA and a fourth place run at Central PA Speedway in Clearfield, PA in unsanctioned action on Father's Day.

Up next was the gigantic 'Firecracker 100' weekend at Lernerville Speedway. The three day show featured two \$6,000 to-win events followed by a \$30,000 to-win 100 lap main event. The weekend started off the way any race team would want it to start. Boom would qualify 10th quick out of the 58 cars to take time and win his heat race holding off charges from 2006 World of Outlaws Champion Tim McCreadie, 2008 World of Outlaws Champion Darrell Lanigan, and cousin as well as World of Outlaws regular Chub Frank.

Boom would fade early from his top-six starting spot to finish 13th in the final rundown. On night two Briggs was a victim of a bad draw and was only able to qualify 26th quick as the track slowed down as the night went on. Boom settled for a fifth place finish in his heat and a solid fourth place in his B-Main forcing him to watch the finale from the stands. Then it was time for the big show. Briggs would finish third in his heat behind Steve Shaver and night one winner Josh Richards transferring him into the 100 lap main event. Boom again faded early in the event from his 14th starting spot and while running 25th he decided to pull off to save his motor for a better day. Briggs was officially scored with a 26th place finish.

‘Overall I think the weekend at Lernerville went well for us,’ Boom said from his shop in Bear Lake, PA. ‘It would have been nice to run better in the feature events but we definitely ran well in the preliminaries. Winning a heat race against guys like Tim (McCreadie), (Darrell) Lanigan, and Chub (Frank) was a nice confidence booster for us as a team. The pill draw on Friday hurt us a little but we still raced well in the heat and the B-Main. So really we have no complaints, we just need to get better in the slick, I think I know what we did wrong so maybe our slick program will get better here in the future.’

Boom and the BBR Racing team will be in action this upcoming weekend, July 2 and 3, with the O’Reilly All Star Late Model Series at Central PA Speedway for the \$3,000 to-win ‘Let Freedom Ring 25’ on Friday and the \$7,000 to-win ‘Yankee Doodle 50’ on Saturday. The following Saturday, Boom and the rest of the All Stars will invade Mercer Raceway Park in Mercer, PA for the \$4,000 to-win ‘Steel Valley 40’.

For more information on Boom Briggs visit his website at www.boombriggs.com.

Boom Briggs and Boom Briggs Racing would like to thank their sponsors for the 2010 season: Meridien Hardwoods, Sorbera Family Chiropractic, Horton Equipment, Asel Enterprises, Briggs Transport, Tony Stec Lumber, Chub Frank Racing, CJ’s Auto Transport, Custom Race Engines, Rocket Chassis, American Race Tires, JNJ Motorsports Media, Fleming Design Solutions, Buccola’s, Sunset Dairy, Bodies by Lacki, GW Performance, Ohlins Shocks, Slavic Custom Racing Shirts and Decals, VP Racing Fuel, All Star Performance, Outerwears, Safety Solutions, Rush Performance, Hypercoils, K-B Carburetors, Argo Pit Equipment, Brinn Transmissions, Mason Racin, Wrisco Aluminum, Performance Friction Brakes, Speed Bear Fasteners, Ringers Gloves, Schuyler’s, Frankland, Motul Lubricants, Aurora Rod Ends, Kirkey, Tarpco Inc., Performance Bodies, Jones Racing Products, Wiles Driveshafts, Cruise with the Champions, Weld Racing, KRC Power Steering, Race Pumps, and Simpson Race Products.

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