

NEWS RELEASE



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PLANET COBRA TO SELL GENUINE 427 SHELBY COBRA AT 3RD ANNUAL BARRETT-JACKSON LAS VEGAS AUCTION

ATLANTA –Sept. 14, 2010 – Stephen Becker, president and CEO of Planet Cobra and the highest volume Shelby Cobra dealer in the world, will auction Shelby Cobra CSX6060 featuring a period correct cast iron side oiler engine at the 3rd Annual Barrett-Jackson Las Vegas Collector Car Auction at the Mandalay Bay Resort and Casino. The Cobra (Lot #665) is set to cross the block on Saturday, Sept. 25. Planet Cobra sells authentic, new and collector Shelby Cobras to clients internationally, as well as supports Shelby parts and restoration programs for enthusiasts and collectors worldwide.

"This Cobra from the Shelby American facility in Las Vegas is true to the ones Carroll Shelby built over 40 years ago," said Becker. "CSX6060 is more than a dream car. It's a piece of American automotive genius. This Cobra's timeless design and earth-shaking performance will fetch a great deal of attention and is a promising investment for serious collectors."

CSX6060 is Guardsmen Blue with Wimbledon White Le Mans stripes. It is equipped with a period correct 427 side oiler engine, robust manual transmission, all-independent suspension and four wheel disc brakes. CSX6060 includes the original MSO signed personally by Carroll Shelby.

The car has an intriguing history. In 1966, Edward Milkos decided to order the '67 Shelby for drag racing. After the car was delivered on Feb. 27, 1967, he spent the next two years competing in races. Unfortunately, his racing career ended when he suffered a serious injury. By the time Milkos healed, fuel prices had dramatically rose, and the car was stored in his basement. Thirty years later, Milkos decided to trade in the Shelby to Becker for a late model Jaguar.

Highlights include:

- Le Mans Blue with black interior
- Powered by the famous 427 c.i.d. side-oiler engine that produces an estimated 550 horsepower
- 5-speed transmission
- Original MSO signed by Carroll Shelby
- Capable of 0-60 runs in under three seconds

"This must-have continuation Cobra will turn heads at the Barrett-Jackson Auction in Las Vegas just like it did in the '60s," noted Becker. "Collector car enthusiasts who didn't have the means or the chance to buy one then will have a second chance to relive their youth by buying this Cobra, at this year's Barrett-Jackson Auction in Las Vegas."

More information can be found at www.goplanetcobra.com and www.genuineshelby.com.

ABOUT PLANET COBRA

Planet Cobra is the most trusted resource for buying and selling genuine Shelbys today. The company has been in the business for over 30 years and has access to unlimited contacts, databases and insider information that can help enthusiasts buy or sell a Shelby Cobra or Mustang at the best possible price.

Stephen Becker, well-known and respected Shelby expert, is one of the most prolific authorities on Shelby automobiles. His expertise and in-depth knowledge has been tapped by clients to purchase, consign and restore original Shelbys. Becker has been retained by key auto groups and leaders to authenticate and value Shelby vehicles. More information is available at www.goplanetcobra.com or by calling Aaron Cook at (214) 520-3430 / acook@tprm-usa.com.

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