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## RACEAMERICA NAMED OFFICIAL CIRCUIT SAFETY LIGHT PROVIDER FOR ROAD AMERICA

**ELKHART LAKE, Wis., (May 6, 2013)** – Road America announced today that RaceAmerica would serve as its Official Circuit Safety Light Provider. As part of a collaborative effort, Road America will utilize RaceAmerica's unique LED Track Safety Light System at several locations around the four-mile, 14-turn race circuit to help keep racers aware of cautions and changing track conditions during events.

RaceAmerica's Track Safety Light System provides far more than just caution lights for racers. Built into the customized system is proprietary software, mobile monitoring and wireless functionality that will enable Road America to more efficiently utilize their safety and race control resources with the objective of keeping the racing environment safe and drivers informed in a real-time format. The gains in efficiency correlates with Road America's constant focus on improving technology, reducing costs and providing a better and safer experience for racers and fans.

"We are absolutely thrilled to be associated with Road America, a race circuit with a storied history that is revered by racers the world over. Road America's winning attitude and dedication to excellence is in line with RaceAmerica's approach to our clients and business," said RaceAmerica's President, Dennis Laczny.

RaceAmerica's Track Safety Light System provides an extra edge of safety for corner workers and cost savings to venues. Using standard flag colors, RaceAmerica's safety lights combine ultra-bright four-color LEDs, multi-segment displays, flag animation and automatic switching between flags to deliver unattended flags a driver will see without being distracted. Using an overhead picture of the racecourse, the RaceAmerica Track Safety Software positions each safety light on-screen as they are located on the track. Wireless and mobile functionality allows race control officials to activate the system in real-time over the entire racecourse.

"Drivers and teams invest quite a bit of time and money to come to Road America and race, so we want to make sure we have the best and safest race environment for everyone to enjoy," said George Bruggenthies, president and general manager of Road America. "RaceAmerica's Track Safety Light System gives us another tool to help keep racers safe, reduce caution periods and improve the overall on-track experience for everyone. This partnership also provides a test bed for RaceAmerica to improve and adapt its technology in a real world setting. We are proud and excited to have them as a partner."

Evaluation of the new RaceAmerica Track Safety Light System is in progress for an anticipated rollout later in the season.

**About RaceAmerica:** RaceAmerica Corporation, the Leader in Event Critical Timing Electronics, is located in Santa Clara, CA, the heart of the Silicon Valley. Founded in 1991, this privately held corporation brings innovative timing solutions to the automotive, industrial and commercial marketplaces. RaceAmerica designs and manufactures a complete line of Portable Timing Systems, Track Safety Systems, LED Scoreboards, and Wi-Fi and Internet based apps to add mobile control to their products. RaceAmerica designs solutions for Drag Racing, Race Tracks, Road Courses, Autocross, Snowmobile, Mud Bogs, Soap Box Derby's, ATV racing, Dirt Tracks, and custom designed Timers for commercial and industrial applications.

**About Road America:** Established in 1955 as the first permanent road racing course in the United States, Road America is located midway between Milwaukee and Green Bay in Elkhart Lake, Wisconsin. The world's best racers have competed at this legendary four-mile, 14-turn road circuit for over 55 years. The 640-acre, park-like grounds offer amazing viewing opportunities, fantastic concessions and high-speed excitement to hundreds of thousands of spectators each year. In addition to public race weekends, Road America offers a variety of group event programs, the Blain's Farm & Fleet Motorplex for karting and supermoto, and the Road America Motorcycle and Advanced Driving Schools. For more information, visit [www.roadamerica.com](http://www.roadamerica.com) Follow Road America on [www.facebook.com/RoadAmerica](http://www.facebook.com/RoadAmerica) and on Twitter: @roadamerica or call 800-365-7223.



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