



The Leader in Event Critical Timing Electronics

Silicon Valley Company Celebrates 18th Year of Continued Growth

Timing System Product Innovation Fuels Sales for Small Business

Santa Clara, California (January 24, 2010) - RaceAmerica Corporation is thrilled to report record growth for 2009. Despite the economic downturn, innovative products like the [T-Link wireless](#) timing system continue to increase sales.

"We have come a long way since we produced timing systems for RC cars in our garage in 1991," said Dennis Laczny, RaceAmerica President. *"We pride ourselves on consistently developing new and better ways to employ our products. Our growth is evidence of the value customers see in our innovations."*

RaceAmerica introduced the industry's only totally wireless [drag timing system](#) for the professional full sized drag track in 2007. Since then RaceAmerica's full line of exclusive wireless products have been utilized in hundreds of events from autocross to road races and mud bogs to drag races. For 2010 the company looks to continue growth on the strength of new products and by establishing international distribution points and strategic partnerships. The revolutionary new drag race tree, the **DTSS**, will certainly play its part. With over 1300 light-emitting diodes (LEDs) instead of incandescent filaments it provides an environmentally cleaner and Lower Energy Demand product. Designed from the ground up in order to take advantage of the latest technology and positive characteristics of LEDs, it consumes 98% less energy while providing a sleek, modern look. New [Corner Safety lights](#) and black flag displays for oval and road course racetracks that debuted at the PRI tradeshow in December are also expected to be in demand in 2010. To support growing international sales the company looks to add distribution points in key markets while gently growing its US workforce. With several partnership discussions in process, 2010 looks to be another year of growth.



RaceAmerica's [DTSS](#)
[Drag Race Tree](#)



RaceAmerica's new [Corner Safety Light](#) debuts at PRI Championship Karting International All Star Classic

For more information visit www.RaceAmerica.com or contact RaceAmerica at (408) 988-6188.

About RaceAmerica

Founded in 1991, RaceAmerica is the industry leader in advanced event critical timing electronics. The Company designs and manufactures a complete line of portable timing systems, software, and LED-based [scoreboards](#) and displays for use in both single and multi-lane snowmobile, autocross, mud bog, soap box derby, ATV, and drag racing. The company also provides a variety of customized solutions for private, commercial, and industrial applications. RaceAmerica is recognized worldwide for their reliability, speed, and accuracy. The Company produced the world's only state-of-the-art, fully wireless drag racing timing system and continues to innovate with flexibility to match unique customer needs. RaceAmerica supports the thousands of systems that it has operating in over 40 countries with unrivaled customer and technical assistance.





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