



The Leader in Event Critical Timing Electronics

RACEAMERICA ANNOUNCES INTRODUCTORY PRICE FOR THE REVOLUTIONARY **DTSS** DRAG TREE

Pre-orders being taken now for Drag Racing's only true LED based tree

Santa Clara, California (March 18, 2010) - RaceAmerica Corporation announced today introductory pricing on the new **DTSS** Drag Race Tree, the only true solid-state tree for the Professional Drag Race market.

The new **DTSS** tree prototype was first shown at the December PRI show in Orlando Fla. and is now officially scheduled for production starting late April. Pre-Orders for the tree are being taken with introductory pricing set at \$2149 for the standard model and \$2599 for the wireless model. Trees can be ordered by contacting Phillip Briseno at RaceAmerica at 408-988-6188 or by completing the pre-order form on www.raceamerica.com/dorder.html. Orders will be honored as received. Track operators not using a RaceAmerica timing system but desire the most advanced [drag race equipment](#) should contact RaceAmerica regarding integration with their timing system.

*"We are committed to providing the racing industry with the most advanced products. The technology used in the **DTSS** is just one example of how we are bringing the most advanced, cost effective solutions to market,"* said Dennis Laczny, President of RaceAmerica.

The high costs of LED replacement bulbs and the fact that the United States Department of Energy LED Standards will focus on the 60 watt bulb for the homeowner, not the critical needs of drag racing where .001 seconds can determine victory or defeat, were factored into the **DTSS**. RaceAmerica's engineer's designed the new tree from the ground with the inherent advantages of LED's foremost in their minds. Having almost 20 years experience producing [LED scoreboards](#) also helped. To learn more about the revolutionary **DTSS** drag race tree and the differences with standard replacement bulb trees visit <http://www.raceamerica.com/vs.html>.

For more details about RaceAmerica equipment please visit www.RaceAmerica.com or contact RaceAmerica at (408) 988-6188. For information regarding this release contact:

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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. RaceAmerica also provides a variety of customized timing solutions for private, commercial, and industrial applications. RaceAmerica is recognized worldwide for their innovativeness, reliability, speed, and accuracy. The Company produces 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 also supports the thousands of systems that it has operating in over 40 countries with unrivaled customer and technical assistance. Learn more about RaceAmerica at www.RaceAmerica.com.

