



The Leader in Event Critical Timing Electronics

RACEAMERICA TO ATTEND INDUSTRY TRADE SHOW IN DECEMBER

New additions to state-of-the-art products to be displayed

Santa Clara, California (October 1, 2009) - RaceAmerica Corporation announced today that it will once again participate in the Performance Racing Industry (PRI) trade show in Orlando, Florida December 10 to 12. This year RaceAmerica will introduce several new key products at the show that exemplify its innovative spirit.

"We are working on the final details of several new products and updated designs that we will announce shortly," said Dennis Laczny, President and co-owner at RaceAmerica. *"The new products are definitely forward looking and will compliment our unique wireless systems."*

Two years ago RaceAmerica introduced the world's only fully wireless drag timing system for the professional full sized drag track. 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. The ease of use of the wireless system and RaceAmerica's unique infrared sensors/emitters substantially reduce event owners' costs and time associated with event setup and teardown. The wireless technology incorporated into the company's timing systems, scoreboards and specialty displays have played an important part in the 18-year-old company's uninterrupted growth.

"At RaceAmerica we are always excited about the development of new products, continued Laczny. " Many of our new design ideas have come from customer input, and in fact, we are currently working with several clients on the new corner safety displays that we will first show at the PRI event."

The new and current RaceAmerica products will be on displayed at the PRI show, booth # 1514, December 10-12 in Orlando, Fla.

For details about RaceAmerica equipment please visit www.RaceAmerica.com or contact RaceAmerica at (408) 988-6188.

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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, providing a variety of customized solutions for private, commercial, and industrial applications. RaceAmerica is recognized worldwide for their innovativeness, 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 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.

