



The Leader in Event Critical Timing Electronics

RaceAmerica ships the first group of Revolutionary Drag Race Trees with dual lighting profiles

The advanced technology tree solves problems for the Drag Race Industry caused by the demise of the incandescent bulb

Santa Clara, Ca (June 24, 2010)- RaceAmerica began shipping the first DTSS drag race trees this month. The revolutionary DTSS drag race tree sets the benchmark for the industry and solves problems associated with the phasing out of the traditional incandescent bulb. The DTSS is the first drag race tree incorporating LEDs that was designed specifically around the intended use of LED's. The new product also is the only drag tree to provide the flexibility of a traditional lighting pattern and one based on the natural rapid illumination of LED's.

Following in the footsteps of the manufacture end of 230VAC incandescent bulbs, the standard 110VAC incandescent floodlight will soon disappear from the market. Replacement LED floodlights, which work fine in households, present problems for the time precision sport of drag racing. The change in speed of the light response, high cost of LED floodlights and shortened lifespan of LED replacement lights poses problems for drag race operators and racers.



Details regarding the problems and solutions of LED drag tree lighting and the DTSS can be found in our technical documents at: <http://www.raceamerica.com/dtss.html> and Video at: <http://www.raceamerica.com/treemp4.html>



RaceAmerica shipped numerous trees to early adopters including established race operators in the United States, Mexico and Russia as well as event marketing specialists, Jackson-Dawson. The new tree is compatible with all RaceAmerica drag-timing systems and can be programmed to operate with most other brands' systems.

"We are working to ensure the compatibility with other timing systems as we know it is the perfect solution for the industry," said Dennis Laczny, President of RaceAmerica. "The industry needs to ensure that innovative

new products are available to all industry operators. We are therefore open to working with other timing suppliers."

The first DTSS prototype was well received at the PRI show in Orlando Florida late last year. Since then RaceAmerica worked diligently to complete final touches to meet its June shipping schedule.

For more information visit www.RaceAmerica.com or call 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. 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.

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