



## RaceDots Announces Sponsorship of World Champion Ultra Runner Michael Wardian

ARLINGTON, VIRGINIA, March 3, 2015 – RaceDots, the Arlington, Virginia startup has signed 50k World Champion Ultra Runner Michael Wardian as the company's first brand ambassador.

RaceDots is a new product geared toward competitive runners and cyclists that offers a nondestructive alternative to safety pins for attaching race numbers. The founder of RaceDots, sports documentary filmmaker Jason Berry, decided Michael Wardian would be the perfect strategic ambassador for the product.

"It's hard to get anyone to change a bad habit, but that's exactly what we are trying to do. Every competitive runner and cyclist around the globe automatically expects to use safety pins, yet everyone dislikes them. They destroy and stain expensive workout clothing." Mr. Berry said "Our goal is to use the exposure Michael Wardian receives as he competes internationally to show runners that there is now an effective alternative to using pins."

Michael Wardian is eager to promote the product. "I am thrilled to have discovered RaceDots as a simple, practical, cost-effective and reusable alternative to safety pins for affixing my bib numbers to my kit. I am really excited to work with a local startup and Jason and his team have been amazingly supportive. I can't wait to compete around the world using RaceDots."

After a wildly successful crowdfunding campaign (3rd highest in Indiegogo history for a sports product), RaceDots had a solid first year of sales topping \$200,000. That success has not stopped RaceDots from evolving. Not only will there be an array of bright, new colors and designs beginning in April, all second-generation RaceDots will use a larger and more durable backing magnet to make separating the front and back pieces much easier. RaceDots will also begin offering packs of four with a friendlier entry price point of \$19.99 to replace the original five-packs.

RaceDots is the perfect solution for both runners and cyclists as well as anyone who needs to attach a number while protecting their clothing, including competitive dancers and hunters. MSRP for a pack of four is \$19.99 and a pack of ten is \$39.99. RaceDots can also be customized.

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### About RaceDots

Dubbed the first "magnetic race number positioning system," RaceDots™ is a new product designed to hold a race number in place without having to perforate fabric. Each RaceDot is a simple two-piece magnetic assembly with a slim, colorful acrylic dome for easier handling and offers many advantages over a safety pin. Each RaceDot consists of two rust-proof, nickel-plated magnets that lock together to hold a number in place without damaging clothing. The patent-pending design keeps the magnets in place through a variety of materials. RaceDots are UCI approved for use in all professional cycling events and were used by BMC Racing in the 2014 Tour de France. RaceDots are so strong they even work through heavy fabric and most jackets. RaceDots come in 19 different graphics and can be customized. Media support, FAQ and "How To Use" information can be found at [www.racedots.com](http://www.racedots.com)

### About Jason Berry

Jason Berry has been filming adventure sports since 2000 and has produced three feature-length documentaries about professional cycling through his company, Gripped Films. He has a background in advertising and marketing and is a competitive bicycle racer. Mr. Berry also manages Gripped Racing, a mountain, road and cyclocross racing team.  
[www.grippedfilms.com](http://www.grippedfilms.com) [www.grippedracing.com](http://www.grippedracing.com)



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- Michael Wardian, World Champion Ultra Runner



More than just flat magnets, RaceDots 'lock' together!



Small, light, customizable and surprisingly strong!

