

RaceDots Announces Launch of Crowdfunding Campaign to Finance New Race Number Positioning System

ARLINGTON, VIRGINIA, November 18, 2013—RaceDots announces the launch of its fundraising campaign to finance the manufacture of their new product—**RaceDots™**—a simple, effective and non-destructive method for attaching race numbers to clothing during competition. The campaign is being run on Indiegogo.com, the online crowdfunding platform.

RaceDots™ were developed by filmmaker and amateur bicycle racer, Jason Berry, who has been producing adventure sports documentaries since 2000. Mr. Berry used his background filming professional bicycle racers as well as his own experience competing to develop an alternative to safety pins that would not ruin the expensive technical clothing bicycle racers use.



"It baffled me that after all the time spent training and the money spent on expensive racing clothing, we all would reach for safety pins and willingly pokes holes in the best gear we own," Mr. Berry said. "Even the pros hate safety pins! I knew there had to be a better way."

Dubbed the first "magnetic race number positioning system," RaceDots™ are designed to hold a race number in place without having to perforate fabric. RaceDots™ are made from a simple two-piece magnetic assembly with a slim acrylic dome for easier handling and offer these advantages over safety pins:

- Sleek and powerful: RaceDots™ are made from extremely strong rare-earth magnets in a thin metal shell. The patent-pending design allows the two magnetic pieces to nest inside one another, so a race number will never shift around.
- Fabric-friendly: RaceDots™ hold fast through clothing, so no one has to pierce or tear their favorite technical tee or cycling jersey.
- Easy to use: Attaching RaceDots™ is quick and easy and will never hurt fingers. Plus, RaceDots™ can be slid and allow a number to be repositioned for perfect placement.
- Rustproof: The RaceDots™ shell is nickel-plated copper, so they will never rust no matter how much one sweats.

RaceDots will offer a range of colors and graphics to match any outfit, plus teams and organizations will be able to design custom RaceDots™ for large orders.

RaceDots™ will appeal to a wide range of athletes who participate in running or bicycling, so the founders are seeking public support to fund the manufacture of RaceDots™. Interested consumers can be part of the success in launching RaceDots™ and have access to an early release of the product before they are available to the public by supporting the Indiegogo campaign at <http://igg.me/at/racedots/x/5412445>

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.jasonberry.com
www.grippedfilms.com

Media Contact:

Jason Berry
jberry@grippedfilms.com
703-298-3549