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RaceJoy Poised for Expansion in 2016

Quarter One Discount, Self-Serve Administration and Registration Platform Integration

January 4, 2016 – Moorestown, NJ – RaceJoy, the leading real-time runner tracking solution for road race events, announces its efforts to grow RaceJoy’s availability at races across the United States. Initiatives include a first quarter 20% discount for its buyout option, self-serve administration for race organizers, and registration platform integration. RaceJoy offers race organizers the ability to offer an innovative experience that includes live GPS tracking, GPS-based progress alerts, and fun audio cheers. In addition, sponsors offering RaceJoy are provided with a new and effective vehicle for reaching a broader consumer base.

To encourage race organizers new to RaceJoy’s innovative technology, RaceJoy is offering 20% off its buyout price now until March 31, 2016. RaceJoy’s buyout pricing varies and is based upon the number of participants and the course distance. RaceJoy continues to offer a free-to-the-race option, where the participant and spectator pay 99 cents for these features at a given race.

Flat Buyout Pricing Discount (Total Participants Across All Events)

Event Size	Under 10K	10K and Higher
Up to 3,000	\$350	\$750
	\$280	\$600
Up to 10,000	\$950	\$1,500
	\$760	\$1,200
Up to 15,000	\$1,750	\$3,000
	\$1,400	\$2,400

Call for events larger than 15,000 participants.

Races purchasing RaceJoy’s buyout option receive live tracking, GPS alerts and cheers for unlimited participants and spectators, as well as:

- Custom, linkable banner ads
- Logo placement
- Custom basic race information
- Link to race website
- Countdown/start clock
- Interactive course maps
- Listing in RaceJoy (cross promotion opportunity)
- Custom GPS alerts (showcase sponsor or race)

—More—

Race organizers can now easily “RaceJoy Ready” their race from either RaceJoy or RunSignUp’s websites with RaceJoy’s new self-administration wizard. Races can use RaceJoy’s wizard to input their race information and logo, sponsor banner ads, and interactive course maps. Race organizers can choose to purchase the buyout option or select the consumer model where participants and spectators pay 99 cents for RaceJoy’s features.

Registration Platform Integration

RaceJoy is integrating with registration platforms to create additional outlets for races and to offer increased ease of use and greater functionality for race organizers. The first to offer this is RaceJoy’s parent company, RunSignUp. Races using RunSignUp’s registration services now have access to an integrated RaceJoy setup wizard that automatically pulls in the race information and includes a helpful promotion corner with the ability to manage email campaigns to let participants know the race is offering RaceJoy. In addition, RunSignUp races are provided flexible purchasing options for the buyout, including a standard flat buyout option or as an additional processing fee where the participant pays a small fee upon registration (see below). RaceJoy will be expanding to integrate with other industry registration providers to offer similar experiences to their running and cycling race organizers.

Processing Fee Funding Option

Race Distance	Under 10K	10K and Higher
Participant Pays	\$0.25	\$0.50

“What amazes us is the incredible adoption we see when races provide RaceJoy for free. The number of runners and walkers carrying their phones during a race continues to grow and participants now expect races to provide some form of runner tracking. Our efforts to create a self-administered framework will help grow the availability of RaceJoy, and the price is set so that any race can afford to offer the latest in runner tracking. RaceJoy helps races to stand out and show that they are offering the current technology and a very different and improved race experience,” said Bob Bickel, Founder of RunSignUp.

According to the Running USA’s 2015 National Runner Survey, 57% of runners are now carrying their phone while running, increasing the opportunity to utilize the phone’s GPS capability as a tracking mechanism. RaceJoy taps into this tracking capability to provide live GPS tracking on the course map and GPS progress alerts as they cross mile points on the course. Race organizers offer RaceJoy to round out their official race timed results information and expand the race experience to embrace spectators from the race site or remotely.

About RunSignUp’s RaceJoy

RaceJoy, a RunSignUp product, is changing the race experience through advanced mobile technologies specifically for running, cycling and triathlon race events. RaceJoy is designed to provide real-time, interactive information and connection for participants and spectators on race day. RaceJoy offers new, innovative features such as live GPS tracking, GPS-based progress alerts, Send-a-Cheer, text-to-cheer, NearMe proximity alerts, and MeetUp mapping. With an emphasis on quality, RaceJoy was built upon native mobile technology for an authentic, interactive mobile experience. For more information about RaceJoy, visit www.racejoy.com and the company behind RaceJoy at www.runsignup.com.