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RunSignUp Partners with RaceJoy for GPS Runner Tracking

Strategic Partnership for Next Generation Race Experience

February 5, 2015 – Moorestown, NJ– RunSignUp, the leading industry innovator for race events, timing service providers, running stores and clubs, announces its strategic partnership with RaceJoy, the industry's premium mobile and runner tracking solution. RunSignUp and RaceJoy have a shared vision to improve the race experience and are combining their efforts to integrate their technologies and processes to bring new innovation to the industry. The companies are offering a RaceJoy-enabled experience through RunSignUp's Race Director Go platform where any race can now offer GPS runner tracking immediately. GPS-timed progress alerts are available starting Q2 2015.

"RaceJoy's strategy is very much in line with our approach to use technology as a foundation to help our customers and the industry to offer an improved race experience. Integrating our efforts will mean we can combine our technologies to deliver exciting new capabilities for race events, timers and race participants. I see this partnership leading to technology innovations where, together, we can truly fulfill the vision to change the race experience," said Bob Bickel, founder of RunSignUp.

RaceJoy's integration with RunSignUp's Race Director Go platform empowers race events to, at no charge, quickly have their event GPS-enabled in RaceJoy for live runner tracking and participants will be able to easily register for events within the RaceJoy mobile experience. For 99 cents, participants and spectators can use live tracking to see where a race participant is on the course and send them motivational cheer clips.

In addition to live GPS tracking, RaceJoy offers an upgrade option for race events wishing to provide a comprehensive mobile experience with real-time and interactive features such as:

- In-App progress alerts as participants cross timing points
- Immediate results within moments of participants crossing the finish line
- Automatic progress postings to participant's Facebook and Twitter walls
- Convenient access to race related information, including schedules, places of interest, FAQs and more.
- Sponsor advertising
- Emergency news alert system

—More—

“RunSignUp is known as being an innovator in the industry with a strong drive towards building and providing events with an open platform where they can utilize different components from registration, timing to scoring systems. We will combine the strength of Race Director Go with the strength of RaceJoy’s mobile capabilities, and our joining forces creates an opportunity to deliver unique and innovative solutions. We are especially excited to bring live GPS tracking to a wider audience,” said James Harris, Founder of RaceJoy.

The partnership of RaceJoy and RunSignUp will create a collaborated effort with immediate focus on enabling races to use RaceJoy’s GPS Tracking capability. Longer term, the companies have joint development plans that include:

- Expanded race listing and registration tools for RaceJoy users, making it easy to find and register for races across the country.
- Through RunSignUp’s Race Director Go platform, quickly and easily RaceJoy-enable a race event for live GPS runner tracking.
- Integrated RunSignUp and RaceJoy profiles for a simplified one-click registration process.
- Integrated RaceJoy GPS Tracking with RunSignUp’s Race Director Go scoring, timing and results.
- Google Wallet and Apple Pay integration.
- GPS-timed progress alerts through RaceJoy.

This will be an open mobile platform where any race can be added regardless of the registration, timing or scoring solutions used.

About RaceJoy

TriPerta, located in greater Orlando, Florida, is the creator of RaceJoy, and is changing the race experience through industry integration, advanced mobile technologies and custom software development specifically for the road race industry. Founded by James and Shelly Harris, TriPerta’s flagship mobile product, RaceJoy, is designed to help road race events provide a premium race experience, increase sponsor exposure and communicate real-time with participants and spectators. RaceJoy includes interactive features for participants and spectators such as instant results, live GPS phone tracking, progress alerts and more. For more information about RaceJoy visit <http://www.racejoy.com>.

About RunSignUp

RunSignUp is the leading innovator of online tools for Races and Running Clubs. Services include RunSignUp for race registration, RunSignUp Go for Race Day, RunSignUp Clubs to enable membership management. More than 4,000 race directors, timers, and running club officers use these services today, including leading organizations like the Boilermaker Road Race, Pittsburgh Three Rivers Marathon, Inc., Fifth Third River Bank Run, The Graffiti Run, The Glo Run, Leone Timing, and many more. Services are free except for processing fees when conducting monetary transactions such as race registration or club membership renewals. RunSignUp is founded by runners for runners, using technical capabilities to bring the power of cloud computing to benefit the running community. For more information, visit www.runsignup.com.