



BOLDERBOULDER >>> PRESS RELEASE

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DICK'S SPORTING GOODS BOLDERBOULDER ANNOUNCES THE END RESULT COMPANY, INC. JOINING LONGTERM PARTNERSHIP WITH IPICO SPORTS

Race will eliminate manual tag pull system for finish line results

Boulder, CO - February 4, 2008. DICK'S Sporting Goods BolderBOULDER announced the addition of The End Result Company Inc. to the partnership previously formed with IPICO Sports.

For the first time in 2007 the BolderBOULDER used the IPICO Sports tag timing system to provide accurate finish times and mile splits for its 47,646 finishers. The race drew the largest timed field in the United States and the 5th largest in the world. Race Director Cliff Bosley said, "We are pleased to announce the addition of The End Result as the official timer in 2008. This partnership combined with the IPICO Sports systems has resulted in our decision to eliminate the manual bib tag pull at the finish line starting at this year's 30th running of the DICK'S Sporting Goods BolderBOULDER." Bosley went on to say, "All participants will once again receive timing splits for each mile along with their finish time."

The End Result Company is a leading provider of timing and communication solutions to over 300 events annually in the United States which have included the Boston and Chicago Marathons. They accurately time over 500,000 total participants annually. Kevin Jandt of The End Result stated, "We viewed the IPICO Sports system in operation at the 2007 BolderBOULDER and as a result made the decision to change all of our timing equipment over. Now we are very pleased to be able to directly play a role in this strategic partnership with IPICO Sports and DICK'S Sporting Goods BolderBOULDER."

IPICO Sports CEO Mark Herbst said, "We are honored by DICK'S Sporting Goods BolderBOULDER's strong confidence in our solutions and the fact that after 29 years of pulling bib tags for total race times, they are willing to now rely solely on our system. We believe this makes a very strong statement about us as a Company and solutions provider. The addition of The End Result to the partnership will only further enhance the experience of all participants at this premier event."

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About DICK'S Sporting Goods BolderBOULDER: The DICK'S Sporting Goods BolderBOULDER 10K, a Running USA Founding Member, is the largest timed running race in the USA and the 5th largest in the world. The race attracts over 50,000 runners, walkers, and wheelchair racers, and draws professional racing teams from all over the world to compete for one of the largest non-marathon prize purse in road racing. The race starts at the north end of 30th Street in Boulder, winds through neighborhoods with live music and entertainment at every corner, and finishes in the University of Colorado's Folsom Field. More than 150,000 spectators watch the festivities from inside the stadium and along the course. Every year, the race makes donations to local charities that provide volunteers to help stage the race. Over the years, beneficiaries have included the Boulder Community Food Share, Boulder Humane Society, Attention Homes, Younglife, Boulder Optimists, local schools, and church youth groups. The 30th DICK'S Sporting Goods BolderBOULDER will be held on Memorial Day, May 26, 2008.

About IPICO Sports: Peoria, Illinois-based IPICO Sports combines years of sports management experience with innovative technologies to help sport and event providers improve the level of services they offer to athletes, spectators, the media, commentators and other participants. The Company's next generation tracking and timing solutions continue to gain market acceptance across the world. Since an initial market introduction in March 2007, IPICO Sports has shipped over 100 systems to 16 different countries and more than 750,000 individuals have been timed by an IPICO Sports system.