



CHANGING THE WAY  
THE WORLD VIEWS SPORTS

**FOR IMMEDIATE RELEASE**

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**IPICO SPORTS ANNOUNCES APPOINTMENT OF ARTURO LINALDI AS  
DIRECTOR OF BUSINESS DEVELOPMENT FOR LATIN AMERICA.**

**IPICO SPORTS CONTINUES TO EXPAND ITS OPERATIONS GLOBALLY**

PEORIA, Illinois, USA.—IPICO Sports has announced the appointment of Arturo Linaldi as Director of Business Development for Latin America. Linaldi, 47, has extensive experience with events, federations and elite athletes globally, with a special focus on consulting with events in Latin America.

Linaldi said: "I am very excited to be joining IPICO Sports. The system solutions are cutting edge, and they offer terrific value to the end customers, and enable them to manage their events efficiently and cost-effectively.

Mark Herbst, CEO of IPICO Sports said: "We are delighted to have someone with Arturo Linaldi's vast experience joining our core team. His contacts and knowledge will be invaluable to IPICO Sports as we penetrate the Latin American market with our solutions."

IPICO Sports uses technology developed by IPICO Inc., a world-leading Radio Frequency Identification (RFID) solution supplier. The hardware offers performance advantages over alternative technologies when dealing with the challenging environments inherent in active sports events.

Arturo Linaldi is based in San Antonio, Texas, and can be reached at +1 210 584 6931, and e-mail at [linaldi@juno.com](mailto:linaldi@juno.com) or [alinaldi@ipicosports.com](mailto:alinaldi@ipicosports.com)

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**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. We use the latest Radio Frequency Identification (RFID) technology in conjunction with information management and communication tools to design custom solutions that capture, manage and distribute results in the active sports, wellness and recreation markets. Visit us at [www.ipicosports.com](http://www.ipicosports.com).