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Contact: Mike Burns
ChampionChip USA
(734) 665-7052

ChampionChip Partners with The Leukemia & Lymphoma Society

Timing-industry leader produces special chip just for Team In Training participants

April 15, 2008—ChampionChip USA, the U.S. distributor for the world leader in timing technology, announced today it has signed on as a product partner with The Leukemia & Lymphoma Society.

Through this partnership, ChampionChip is producing a ChampionChip chip for members of Team In Training, the world's largest endurance sports training program. This year, two chips will be created. One will feature the Team In Training logo while a second will commemorate Team In Training's 20th anniversary and feature the special 20th anniversary logo. This chip will be available during 2008 only.

Participants of the program are encouraged to attach the chip to their shoe right away and train with it as well as wear it in races. "We believe the chip can be used as a conversation starter to help participants tell others about their training efforts and the mission of Team In Training," says Mike Burns, President of ChampionChip USA. Similar to the ribbons and bracelets worn to symbolize various causes, the Team In Training ChampionChip will serve as a reminder to participants of their goals and accomplishments as well as increase awareness for Team In Training. Additionally, the ChampionChip chip can be used by Team In Training members at any ChampionChip-timed event around the world, for years to come.

"The marriage of two organizations that have both had a tremendous impact on the world of endurance sports is a natural fit," says Nancy L. Klein, LLS Chief Marketing and Revenue Officer "We are so grateful that ChampionChip has created this specially designed chip for our participants."

The partnership between ChampionChip, the world leader in timing technology, and Team In Training, the largest endurance sports training program, brings together two of the most influential organizations in this marketplace.

"We are excited to begin this partnership with The Leukemia & Lymphoma Society's Team In Training (TNT). The TNT excitement and energy can be felt at any of the races

this group attends and in the last 20 years, participants have done a tremendous amount to increase research funds and awareness of leukemia, lymphoma and myeloma,” Burns says.

For more information, contact Mike Burns at (734) 665-7052.

About ChampionChip

ChampionChip has revolutionized timing for active sports events. In 1994, the company introduced a portable automatic timing system, which could not only time the finish but also record split and start times. This made net times for every individual athlete possible.

Today, ChampionChip is the world's leading timing technology. More than six million participants will be timed with the ChampionChip system this year. It is repeatedly proving its superior performance in all the foremost city marathons, Ironman triathlons, and thousands of other events around the world. For more information, visit www.championchipusa.com.

About Team In Training

Since its inception in 1988, when a team of 38 runners trained together for the New York City Marathon and raised \$320,000, The Leukemia & Lymphoma Society's Team In Training[®] program (TNT), has prepared more than 360,000 people—approximately 39,000 participants annually— to achieve their dream of completing a marathon, half marathon, triathlon or 100-mile (century) bicycle ride. And, in that time, TNT participants have raised over \$850 million to support blood cancer research and patient services. The enormous success of this program has helped make possible advances in blood cancer therapies and treatments that have prolonged and enhanced the lives of hundreds of thousands of patients.

About The Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society is the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient services. LLS's mission is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and to improve the quality of life of patients and their families. Since its founding in 1949, LLS has provided more than \$550 million for research specifically targeting blood cancers.