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ARMY TEN-MILER NEWS RELEASE

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ARMY TEN-MILER SWITCHES TO MORE ACCURATE, CUTTING-EDGE SCORING SYSTEM

Specialized ChronoTrack D-Tag System Offers Accuracy in Timing and Ease of Application for 25th Anniversary Race

Washington, DC – The Army Ten-Miler (ATM) is going high-tech! This year's 25th anniversary race will join the ranks of other notable running events by using the specialized ChronoTrack D-Tag scoring system (www.chronotrack.com). The D-Tag system offers state-of-the-art radio frequency identification (RFID) data collection technology providing superior accuracy in score times and easier application. To better serve this year's runners, ATM switched to the single-use, all-weather timing device that is simply attached to shoes and disposed of following the race. The D-Tag records the time at which the runner crosses the start line, the finish line and several split times in between. Event Marketing & Management International is the new scoring provider.

Additional benefits of the ChronoTrack D-Tag scoring system include the elimination of mixing the devices between runners and are more cost effective since the tags do not have to be returned to the manufacturer and replaced if lost. Attached by an adhesive strip, the D-tag electronic labels are sealed onto the runner's bib, which are easily removed and placed through the shoelace. This new process eliminates incorrect tag wear and does away with long lines for timing device returns after the race. Race volunteers can now concentrate on keeping the flow of runners moving swiftly after they cross the finish line.

Packet and bib pickup is also an easier, one-step process during race weekend opposed to previous years with dual retrieval queues. Team captains will also value the D-Tag device because of precise identification of team members during the race with the discontinuance of passing of the chips.

Key Benefits of the ChronoTrack D-Tag Scoring System include:

Single-use Tag
Accurate Time



- No Fees for lost or unreturned tags
- Less hassle post race
- Lighter, Less intrusive tag
- Easier to attach to shoe
- No pre-race check-in
- No complicated or time-consuming post-race tag return

According to Jim Vandak, ATM race director, the demand for speedier time delivery and accuracy has grown with the popularity of the race.

“We are pleased to use the latest, most state-of-art technology for more accuracy in scoring this year’s 25th Anniversary race,” says Vandak. “The ATM strives to serve the demands of the runners and the use of the ChronoTrack system will assist in a more exact and hassle-free race.”

The advanced ChronoTrack D-Tag transponder approach replaces the ChampionChip system, which was used by ATM since 1994 and welcomed by the sport. Since the first running in 1985, ATM has continuously enlisted top timing systems and state-of-art technology and continues to update and improve with runner demands and race trends.

This year’s ATM increased registration to 30,000 runners (a 4,000 participant boost) with the race selling out in a record six days. The ATM Health & Fitness Expo is moving to the DC Armory for the 25th anniversary running, which provides double the exhibit space and more room for check-in and pre-race training programs.

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About the Army Ten-Miler

The Army Ten-Miler is an annual Army tradition. The 25th Anniversary of the Army’s Race is scheduled for Sunday, October 4 in Washington, D.C. This unique road race has both its start and finish lines at the Pentagon. Race weekend activities include a two-day race expo, fitness clinics, youth runs, post race party and HOOAH tents from Army installations around the world.

The ATM is produced by the U.S. Army Military District of Washington (MDW), with proceeds benefiting Army Morale, Welfare and Recreation, a comprehensive network of support and leisure services designed to enhance the lives of Soldiers and their families. The mission of the Army Ten-Miler is to promote the Army, build esprit de corps, support fitness goals, and enhance community relations. For more information about this prestigious race, visit www.armytenmiler.com.