



SipStream Selected as Official Hydration System for Race Across America Military Team

Team 4Mil calls SipStream "Awesome"!

Bethesda, Maryland – June 7, 2010 – Rider Sports Innovations, Inc. announced today that its innovative bike-mounted hydration system called "SipStream" will be the official hydration system of the Race Across America's (RAAM) first-ever military team.



Based in Annapolis, Team 4Mil has members from every branch of the military and is competing to commemorate the sacrifices of all those who have served their country and to generate awareness and charitable contributions for the Wounded Warrior Project. "We're proud to be working with these brave and talented servicemen/athletes, and we're especially gratified to be associated with a cause like the Wounded Warrior Project," says Rider Sports President Jeremy Rider.

RAAM is widely considered the most physically demanding bike race in the world. The 3017 mile course goes from Oceanside, CA to Annapolis, MD and is ridden non-stop, starting on June 12 and ending on approximately June 19. "It's a perfect proving ground for SipStream," according to Rider. "SipStream allows riders to drink without expending the energy to reach down and grab a water bottle, without carrying anything on their backs, and all while staying in an aerodynamic riding position. It's the ultimate in efficiency and competing in a race like RAAM is all about efficiency."

Team 4Mil Spokesman Captain Dan Schindler, USNR, said SipStream is a natural pick for his team. "As a member of the military, I can really appreciate the innovative nature of SipStream. Today's military is all about innovation, and I think that's why SipStream is such a good match for Team 4Mil." He added, "When you're riding in a race like RAAM, hydration is absolutely vital – and that's why Team 4Mil is using SipStream. It's the best hydration product on the market and that gives us an advantage over the opposition – plain and simple."

Background – SipStream entered the market in September 2009 after more than 4 years of research and development. It consists of a specially-designed, patent-pending bottle and bottle cage system that seamlessly and simply attaches to a fully-adjustable drink tube mounted on a bicycle's stem or handlebar. The result is a lightweight, aerodynamic, and nearly effortless drinking system that can easily be customized for nearly any rider and any bike.



SipStream is currently available on the web and through approximately 30 retailers around the country. Rider says new stores are picking up the product all the time. “We’re literally adding new retailers every week. There’s nothing on the market that comes close to its flexibility and functionality. It works on nearly any bike, allows you to carry your water on your bike not on your back, and is simply a faster, safer, better way to stay hydrated.”



Rider said his inspiration for SipStream came from personal experience. “I rode cross-country from Oregon to DC several years ago and it was immediately apparent to me and my riding partners that it took a ton of physical and mental energy just to stay hydrated. And while training for that ride, I had one of my worst crashes ever when a friend in front of me hit his brakes while I was reaching down to grab my water bottle.”

According to Rider, it’s very simple. “Let’s face it, reaching down to pull a bottle out of a cage while riding along at 20 mph puts you in both a non-aerodynamic and very vulnerable position. Pretty much every veteran cyclist has witnessed an unfortunate ‘water bottle incident’ before,” Rider said. “And while CamelBaks and other bladder systems are great for walking, hiking, and backpacking, it just doesn’t make sense to carry your water on your back when you can carry it on your bike.”

SipStream is proud to be Team 4Mil's official hydration system for RAAM 2010. All money raised by Team 4Mil will benefit the Wounded Warrior Project. RAAM 2010 starts June 12 from Oceanside, CA, finishing June 18-21, in Annapolis, MD. Follow Team 4Mil's progress at www.team4mil.org. Follow RAAM at www.raceacrossamerica.org.

For more information, visit www.sipstream.com

#

RIDERSPORTS™
INNOVATIONS