



NEWS RELEASE

For more information contact:
Karl Sowa 888/521-6773 (office)
303/868-0742 (cell)

For Immediate Release

This Holiday, Give Outdoor Enthusiasts a “HeadsUp”

New wireless device warns drivers before they rack roof-mounted gear

Denver, Colorado – This holiday season, help the outdoor enthusiasts on your list protect their equipment by giving them a HeadsUp System. The new wireless system prevents distracted drivers from pulling into their garage with bikes, kayaks, canoes and other gear still on their car roof racks by sending an audio and visual reminder as they arrive home.

The \$169.99 Wireless Gear Alert System includes an LED alert sign that mounts inside the garage, tiny wireless tags that attach to bikes, kayaks, etc., and a wireless “alerter” that stays in the vehicle. When the driver returns home with gear on the roof, the sign in the garage flashes and the alerter inside the vehicle sounds a warning tone.

“Our mission is to ensure that the outdoor athlete never has to hear the crunch of expensive gear from the roof of their car as they pull into the garage,” said HeadsUp Systems Co-Founder Tom Rieber. “You can imagine, or maybe you’ve experienced, that sinking feeling in the pit of your stomach when you realize you’ve just trashed your favorite gear, not to mention damaged your car and garage.”

Introduced in August, the HeadsUp System is available online (www.headsupsystems.com) and at leading bicycle and outdoor retailers in over a dozen states, including 16 REI stores in such markets as Seattle, Denver and Atlanta. The system has received positive reviews from a slew of outdoor industry sites and was one of a select group of products highlighted at the recent Interbike International Bicycle Convention. The HeadsUp System features a one-year warranty and a one-year battery life on the tags and alert system.

Rieber got the idea for the HeadsUp System after driving his own bicycle straight into the garage, causing thousands of dollars of damage. Rieber founded HeadsUp Systems with Karl Sowa, an avid cyclist, skier and former marketing executive for several successful start-up ventures, including GeoCities. The duo partnered with a leading electrical engineering expert to develop Rieber's idea for an alert system.

HeadsUp Systems offers innovative gear-protection solutions that are permanent, easy to install and cost-effective for the customer.

For more information, call [888.521.6773](tel:888.521.6773) or visit www.headsupsystems.com

###