



FOR IMMEDIATE RELEASE

FURTHER INFO:

Kymerly Brantigan
Performance PR Plus
(704) 377-8727
kbrantigan@pprplus.com

NASCAR TECHNOLOGY PROVIDER TIWI™ TO SPONSOR MCCUMBEE

DOVER, Del. (May 27, 2009) – inthinc, inc., a developer and manufacturer of technologies to improve driving safety, today announced that it has teamed with the SS Green Light Racing team as the primary sponsor for four NASCAR Camping World Truck Series events in 2009. inthinc will feature its tiwi brand on driver Chad McCumbee’s No. 07 Chevrolet at Dover International Speedway, Texas Motor Speedway, Chicagoland Speedway and Las Vegas Motor Speedway.

Although new as a sponsor, McCumbee has benefited from tiwi since he started racing in the NASCAR Camping World Truck Series in 2006. However, until this Friday’s race at Dover, the benefit has come in the form of tiwi’s precision lap counter and the crash-box-data recorder technology used by NASCAR.

“Okay, so how many drivers who say that are proud to have their sponsor on board are able to mean it literally?” McCumbee asked. “I have always been proud to have tiwi on board because I know that their crash data recorders have contributed significantly to the safety of our sport. As a driver, there’s nothing more important than safety.”

In three consecutive starts at Dover starting in 2006, McCumbee has finished 23rd, 13th and 12th. Improving with each return to the one-mile concrete oval, McCumbee looks to continue that trend in an attempt to have NASCAR’s tiwi timing and scoring system show him first at the end of the AAA Insurance 200-lap event. McCumbee is currently eighth in points, 196 behind leader Ron Hornaday.

“We couldn’t be more pleased to have Chad driving the tiwi brand,” said inthinc and tiwi CEO, Todd Follmer. “Chad is an excellent driver and an excellent example for our

(more)

teens. Following Chad's lead, we are confident young drivers will be safer and more aware when they are behind the wheel with tiwi."

Utilizing the same technology used for motorsports, in addition to commercial fleet and heavy trucking applications, tiwi is a first-of-its-kind system to mentor and monitor teen drivers as they develop critical driving habits. It is an onboard computer with the power to instantly alert and instruct young drivers while, at the same time, enabling parents to receive real-time notifications by phone, text or email concerning their teen's current location, actions and driving safety.

tiwi technology was utilized by the Insurance Institute for Highway Safety (IIHS) in its independent driving safety study released May 7, 2009 entitled 'In-vehicle Monitoring and the Driving Behavior of Teenagers.' The IIHS report finds that equipping the cars teens drive with in-vehicle monitoring devices can help reduce driving risks. tiwi is the only technology that meets all of the criteria outlined in the report for encouraging and instilling positive driving behavior in teens.

"Not only are they keeping us safe on the track," said McCumbee, "more importantly, they are keeping everybody safe by reducing accidents among truckers who encounter many hazardous road conditions and driving for long stretches of time. Now they will start working to significantly reduce teen-related accidents as well.

"I didn't realize how important that was until I recently learned that one in three teen deaths are the result of a motor vehicle accident. That's an alarming figure, if you think about it."

The SS Green Light team is bringing a totally rebuilt truck to the Monster Mile. Co-owner and crew chief Bobby Dotter feels the team is ready to perform for their new partner. "I think we have put together a nice little truck for Chad -- it's going to look real good with its new colors. We'll have tiwi on the hood and a tiwi in the windshield. We're proud to help them with the launch of their product."

inthinc combines innovative ideas with engineering expertise to create breakthrough technology that mentors drivers to save lives, prevent accidents and provide significant operating efficiencies. inthinc technology dramatically improves driver behavior and has been documented to reduce accidents by more than 80 percent. For more information, please visit <http://www.inthinc.com>.

###