

For Immediate Release

LiveRider™ [App]cessory™ from New Potato™ Brings Wireless Cycling Computer Capability to iPhone® and iPod touch®



WILMINGTON, NC — (MarketWire - August 4 , 2010)—New Potato Technologies, an innovator and developer of iPod and iPhone accessories, today announced the release of LiveRider, the first wireless cycling computer and mounting system for iPhone and iPod touch. Prior to its release, LiveRider was recognized as a winner in the 2nd edition of the AppsFire App Star Awards, highlighting the innovative and useful nature of the product. LiveRider leverages advanced features of the iPhone and iPod touch to offer real-time performance feedback, GPS feature, data file system, and performance analysis. LiveRider is available online now at <http://www.newpotatotech.com> and through J&R at <http://www.jr.com>.

LiveRider provides a useful and intuitive tool for every cyclist, from beginners to pros. The sensor unit easily attaches to the bike's rear chainstay to measure wheel speed and pedal cadence, while the cycling computer attachment fits into the iPhone/iPod touch dock connector. The LiveRider cycling computer automatically pairs with the sensor unit. iPhone/iPod touch fits securely into the protective handlebar-mounted cradle. The free LiveRider app, available in iTunes, equips users with a full-color and highly legible touch screen cycling computer interface.

LiveRider is pre-programmed with the information needed to easily set up and start riding, including calibration for all standard tire/rim sizes and support for Metric and English units. Data from every cycling session is automatically recorded and saved, allowing users to access session data in graph form. Session data can also be exported by email into a spreadsheet or database. To help gauge performance and keep riders going strong, LiveRider includes a Chase Rider feature to compare the current session to any previously saved cycling session. LiveRider answers the requests of many iPhone-owning cycling enthusiasts, filling a void in the accessory marketplace and extending the utility of the iPhone and iPod touch.

For more information on LiveRider, please visit www.newpotatotech.com.

The LiveRider [app]cessory will be available at www.newpotatotech.com and select retail locations in August for \$99.99.

About New Potato Technologies

New Potato Technologies is a consumer electronics company headquartered in Wilmington, North Carolina, and focused on extending the amazing iPhone, iPod and iPad™ platforms into new innovative areas.

For more details on LiveRider and New Potato, visit newpotatotech.com or contact media@newpotatotech.com

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