



BOLDERBOULDER »» PRESS RELEASE

5500 Central Ave., Suite #110, Boulder, CO 80301 © 303.444.RACE © 303.447.9177@bolderboulder.com
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CONTACT:

Debora Langer Magpie Telecom Insiders 303.453.8317 debora@magpieti.com www.magpieti.com	Celeste McDowell BolderBOULDER Director of Registration 303.444.7223 x16 celeste@bolderboulder.com www.bolderboulder.com
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DICK'S SPORTING GOODS BOLDERBOULDER AND MAGPIE ANNOUNCE "SMOOTHEST RACE IN DECADES."

Boulder, CO – June 18, 2009. Behind the scenes of the 31st DICK'S Sporting Goods BolderBOULDER a 2nd year software partner helped to make the event the smoothest race in years. MAGPIE Telecom Insiders worked closely with BolderBOULDER, IPICO Sports and The End Result to customize the runner registration and results processing applications.

According to BolderBOULDER Director of Operations Celeste McDowell, "This has been the smoothest race in decades. Participants see one seamless process as they register for the race, get their bib number and tag, run and get their results. What they don't see are all the systems and programming involved to place over 53,000 people correctly into one of 82 waves, get them the right timing tag and match their eight points of timing data with their bib number. Magpie was instrumental in merging all of the data and producing flawless and informative data for our participants."

With the help of Magpie, the race was able to pull from the collected data to offer numerous individual and team awards, including the Ageless Wonder that offers prizes to runners that ran faster than their age. In addition, the pulled data was also used to qualify runners for the 5k invitation race called the ColderBOLDER.

"It is a thrill to be part of such a Colorado tradition. I've noticed the success of the MIDDLE SCHOOL CHALLENGE has trickled down to the elementary level with local schools organizing running clubs to help their young students prepare for the race. It is an event everyone loves to be a part of! Magpie is no exception. As a local Colorado software development company comprised of nearly 50 senior software developers, we are so proud to be part of this effort." said Debora Langer, Director of Sales at MAGPIE.

About BolderBOULDER: The DICK'S Sporting Goods BolderBOULDER 10K, a Running USA Founding Member, is the 2nd largest running race in the USA and the 5th largest in the world. The race attracts over 53,000 runners, walkers, and wheelchair racers, and draws professional racing teams from all over the world to compete for one of the largest non-marathon prize purse in road racing. The race starts at 30th & Glenwood in Boulder, winds through neighborhoods with live music and entertainment at every corner, and finishes in the University of Colorado's Folsom Field. More than 150,000 spectators watch the festivities from inside the stadium and along the course. The 32nd BolderBOULDER will be held on Memorial Day, May 31, 2010.

About MAGPIE: MAGPIE Telecom Insiders is a custom software development company located in Westminster, Colorado. The founders have roots in Bell Labs and bring over 20 years experience of knowledge in developing custom applications. Since the company inception in 2001, they have grown their development into other verticals such as healthcare information systems, smart energy and rich web-enabled applications. Using eXtreme Programming and Agile processes, MAGPIE has an unprecedented on-time delivery record.