

PRODUCT RE-RELEASE ANNOUNCEMENT

KENNEDY TECHNOLOGY GROUP
RELEASE DATE: 1/28/08 - Document #65171R1

Market: Sport Touring Motorcycle

Product: *Rad*ar*Over**Ride* (aka *RadRide*)

Models: 25 and 35

MSRP: USD 69.95 **NEW LOWER PRICE!**

Availability: Immediate

Photo available at : www.cellset.com/95184R0.jpg

Power source: Standard 9 Volt transistor radio battery

Description of product:

The motorcycle rider plugs his stereo headphones or earbuds into *RadRide*, then plugs *RadRide* into his music player and an alert device such as a radar detector or GPS.

Whenever the alert device sounds-off, *RadRide* mutes the music.

There are no controls or switches: when the rider is not listening to music *RadRide* sleeps - pulling micro Amperes of current. The owner should get at least one hundred hours of music on a standard battery.

RadRide is designed to fail-safe: When the battery dies, alert device audio will pass straight through to the rider's headphones. A dying battery is indicated by loss of music feed through.

This re-released product is offers better sensitivity, lower operating power, and better reliability.

Model #	Part #	For Use With
25	95184	Alert devices with 2.5mm audio output jack
35	95183	Alert devices with 3.5mm audio output jack