

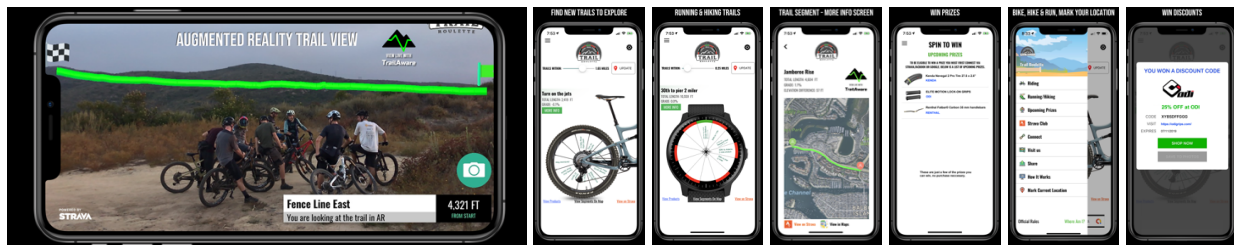


TRAIL ROULETTE

Trail Roulette, putting the FUN in functional, available on the Apple App Store.

Trail Roulette is an app that lets you find new places to bike and hike utilizing Strava's extensive database of segments and trails from around the world, win prizes and see your route through your devices camera.

Trail Roulette is available worldwide today, August 22, 2019 for iPhone users. Trail Roulette makes finding a trail for either biking or hiking easy and fun. It also rewards users for getting outside and getting active.



Open the app and choose whether you want to go mountain biking or hiking, set your search distance, choose the difficulty level for the trail you are looking for and spin the wheel to randomly select a trail near you. Just by spinning the wheel you have a chance to win prizes, ranging from coupon codes and raffle entries to actual gear from top name brands. Once you've found a trail segment you can open it in maps to get directions to the trail head, view the segment details in Strava or use the one of a kind TrailAware technology to view it in augmented reality using your devices camera. The TrailAware feature comes in handy when you don't know the exact path to take or if the trail is overgrown, it literally maps the route for you and draws a line from start to finish in real time through your devices camera. Trail Roulette is not only a useful tool, it remains a fun and exciting app at the same time!

Trail Roulette is a free app currently available worldwide in the Apple App Store. Trail Roulette will be available for Android devices soon and there will also be some new and exciting ways to win prizes rolled out in the near future.

Visit www.trailroulette.com for more information, screenshots from the app and demo videos.

Trail Roulette was created and developed by Arthur Nemirovsky of Rofsky Web and Media in partnership with Ryan Fuller and World Champion Cyclist Brian Lopes.

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If you would like more information on Trail Roulette or TrailAware technology, or to schedule an interview please contact:

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