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Contact: DeeDee Taft/Shelbi Okumura
Spin Communications
415/380-8390
deedee@spinpr.com

**IMG WORLDWIDE ANNOUNCES 2011 SAN DIEGO TRIATHLON –
INAUGURAL RACE TO TAKE PLACE MARCH 13, 2011**

SAN DIEGO – (June 29, 2010) – IMG Worldwide, the world's leading sports, entertainment and media company, today announced a new Olympic distance San Diego Triathlon is set to take place Sunday, March 13, 2011, in Mission Bay, the heart of San Diego. The weekend will include a two-day health and fitness expo on Vacation Isle.

San Diego's ideal climate and an Olympic distance course are sure to attract top professional and amateur athletes from around the world. The course will begin, transition and end at Ski Beach on Vacation Isle, in Mission Bay. The 1.5 km swim will take swimmers along the eastern coastline of Ski Beach in the protected, calm waters of Mission Bay; followed by a 40 km single loop scenic bike ride with challenging hills through Pacific Beach, La Jolla, Clairemont, and back to Mission Bay; and end with a 10 km single loop flat run on the sandy beaches around the perimeter of Sail Bay to finish back on Ski Beach.

"San Diego is known as the birthplace of triathlon dating back to 1974 when the San Diego Track Club held the first ever 'triathlon' around Mission Bay," said James Leitz, Senior Vice President of IMG. "We have been working very closely with the San Diego Sports Commission and City of San Diego for the past two years, to ensure that this race is not only successful in its inaugural year, but becomes an important annual event on the international triathlon calendar. The launch of the new San Diego Triathlon further underscores IMG's commitment to growing the sport of triathlon on a global scale."

The new San Diego Triathlon will join IMG's established worldwide portfolio of 14-plus endurance events which includes the London Triathlon – the world's largest, Triathlon Alpe d'Huez, Ironman Australia, Escape from Alcatraz™ Triathlon, Abu Dhabi International Triathlon and more.

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“Working with a world-class company like IMG to host the all new San Diego Triathlon fits in perfectly with the City of San Diego’s overall campaign to brand the city as an international sports destination and the goals of the San Diego Sports Commission,” said San Diego Sports Commission President Alan Kidd. “IMG will successfully attract top professional and amateur athletes from around the world while the City of San Diego provides a picturesque backdrop for this prestigious race.”

The new San Diego Triathlon will become part of the Escape to Alcatraz Triathlon Series, a series of qualifying races for participation in the world renowned Escape from Alcatraz Triathlon, one of the hardest triathlons to get into and one of only a few triathlons to be nationally televised. The top 50 men and women across age groups in each Escape to Alcatraz Triathlon Series event will qualify to compete in the 2011 Escape from Alcatraz Triathlon. The Escape to Alcatraz Triathlon Series races include: Triathlon de Gerardmer France, September 5, 2010; Jarden Westchester Triathlon, September 26, 2010; San Diego Triathlon, March 13, 2011; and GateWay to the Bay Triathlon, April 2011. Triathletes may also gain entry by entering the random lottery beginning on December 1, 2010. The 31st annual Escape from Alcatraz Triathlon is scheduled to take place in June 2011.

The Inaugural San Diego Triathlon will take place on Sunday, March 13, 2011, at 7:30 a.m., on Mission Bay, in San Diego, Calif. The public is invited to watch the race and attend the free two-day fitness festival & expo which will take place Saturday March 12 and Sunday March 13, at the start/finish line on Vacation Isle. Race registration opens on Wednesday, September 1, on the official event website. The San Diego Triathlon is owned and produced by IMG with race direction provided, in part, by World Triathlon Corporation, in conjunction with event partner San Diego Sports Commission, and community partners Tri Club San Diego and GOTRIbal. Interested participants are encouraged to register online early as space is limited. For more information visit www.sandiegotriathlononline.com.

About IMG Worldwide

Operating in 30 countries, IMG Worldwide’s diverse businesses include: product and brand licensing; consulting services; event ownership and management; collegiate marketing, media and licensing; fashion events and models representation; golf course design; and client representation in golf, tennis, broadcasting, speakers, European football, rugby, cricket, motor sports, coaching, Olympic and action sports. IMG Academies are the world’s largest, multi-sport training and educational facilities, delivering world-class training experiences to more than 12,000 junior, collegiate, adult, and professional athletes each year. More information is available at: www.imgworld.com.

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