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SAN DIEGO TRIATHLON RE-SCHEDULED FOR 2011

Inaugural Race To Take Place in March 2011 in San Diego – Information Now Available Online

SAN DIEGO – (December 16, 2009) – In November of this year, IMG Worldwide, the world’s leading sports, entertainment and media company, announced the launch of a new San Diego Triathlon set to take place March of 2010, in Mission Bay, the heart of San Diego. In a statement earlier today, IMG announced that the event will be re-scheduled to March of 2011.

“As much as we never plan to pull back and re-schedule an event, the economic conditions and realistic timeline for an impactful launch in 2010, have prompted us to re-evaluate our options,” said James Leitz, Senior Vice President of IMG. “We greatly appreciate all the time and assistance from the City in building the race. With a focus on 2011, we now have the opportunity to fine tune the course and make it even better than previously planned. I am more confident than ever that the San Diego Triathlon will not only be successful in its inaugural year, but will become an important annual event on the international triathlon calendar.”

The 2011 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, the brand new Abu Dhabi International Triathlon and more.

“The San Diego Triathlon fits in perfectly with the City of San Diego’s overall campaign to brand the city as an international sports destination,” said San Diego Sports Commission President Alan Kidd. “The San Diego Sports Commission prides itself on quality, impact and world-class presentation. If a few more months of planning and marketing garners the assurance and receptivity the race requires, we then wholly support the decision to re-schedule.”

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The Inaugural San Diego Triathlon will take place in March of 2011, on Mission Bay, in San Diego, Calif. 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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