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IMG WORLDWIDE ADDS SAN DIEGO TRIATHLON TO PORTFOLIO OF HIGH-PROFILE ENDURANCE EVENTS

Inaugural Race To Take Place March 20-21, 2010 in San Diego – Registration Now Available Online

SAN DIEGO – (November 18, 2009) – IMG Worldwide, the world's leading sports, entertainment and media company, today announced the launch of a new San Diego Triathlon set to take place March 20-21, 2010, in Mission Bay, the heart of San Diego.

San Diego's ideal climate and a slightly modified Olympic distance course is 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 35 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. "IMG is honored to bring back a major triathlon event to the City of San Diego and the surrounding communities. We have been working very closely with the San Diego Sports Commission and City of San Diego 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 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, the brand new 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,” 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’ event will qualify to compete in the 2010 Escape from Alcatraz Triathlon. The Escape from Alcatraz Triathlon Series races include: Triathlon de Gerardmer France, September 5, 2009; The Triathlon at Pacific Grove, September 11-13, 2009; Jarden Westchester Triathlon, September 29, 2009; San Diego Triathlon, March 20-21, 2010; and GateWay to the Bay, April 10-11. Triathletes may also gain entry by entering the random lottery beginning on December 1, 2009. The 30th Anniversary Escape from Alcatraz Triathlon is scheduled to take place May 2010.

The Inaugural San Diego Triathlon will take place on Sunday, March 21, 2010, 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 20 and Sunday March 21. The San Diego Triathlon is owned and produced by IMG with race direction provided, in part, by Premier Event Management. Interested participants are encouraged to register online early as space is limited. For more information visit www.sandiegotriathlononline.com or at www.twitter.com/SDTriathlon.

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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