



FROM: WORLD TRIATHLON CORPORATION AND NEW YORK CITY TRIATHLON

CONTACT: Rubenstein Communications, Inc.

Jocelyn Aframe – 212-843-8285 / jaframe@rubenstein.com

Emily Vicker – 212-843-8078 / evicker@rubenstein.com

Ironman

Jessica Weidensall – 813.918.3849 (M) / Jessica@ironman.com

FIRST-EVER IRONMAN TRIATHLON IN NEW YORK CITY AND NEW JERSEY ANNOUNCED FOR AUGUST 2012

2012 Ironman U.S. Championship will be part of Ironman's worldwide series

World Triathlon Corporation and New York City Triathlon announced today that the 2012 Ironman U.S. Championship will take place on August 11, 2012. This race will be the first-ever Ironman competition to be held in the New York City/New Jersey metropolitan region.

“Bringing the Ironman experience to the New York City metropolitan area will allow athletes to compete with the world’s most iconic skyline as their backdrop,” said Ben Fertic, Chief Executive Officer and President, World Triathlon Corporation. “With the collaboration of NY/NJ officials and New York City Triathlon organizers, we have created an urban course that will provide an unmatched experience for athletes and spectators.”

The 140.6-mile race will take place in parts of both New York City and New Jersey, making it the most metropolitan environment ever to host an Ironman. The course will include a 2.4-mile swim in the Hudson River; a 112-mile bike ride on the Palisades Parkway in Bergen and Rockland Counties; and a 26.2-mile run beginning in Fort Lee, New Jersey and finishing in Riverside Park in Manhattan.

“I’m pleased New Jersey, along with our neighbor New York, will host the 2012 Ironman Competition, bringing athletes and spectators from around the world to our region for this great competition. The nearly \$50 million that the competition will bring to the region will benefit New Jersey businesses, both large and small, while showcasing northern New Jersey to visitors,” said New Jersey Governor Chris Christie. “New Jersey has a stellar record of hosting visitors from all over the country for world-class sporting events, including the NCAA East Regional

Semi-Finals recently in Newark. I am confident spectators and athletes alike will enjoy their time taking in all New Jersey has to offer around the intense competition of the 140.6-mile race.”

“Some of the world’s best athletes compete in the Ironman Championship, and come 2012, they’ll do it on the world stage,” said Mayor Michael R. Bloomberg. “The event will showcase New York City to participants and spectators from around the globe and help the City continue to attract visitors in record numbers. Together with our partners in New Jersey, we’ll be ready to host a first-class competition.”

Approximately 2,500 athletes from around the globe are expected to participate in the 2012 Ironman U.S. Championship with an expected economic impact of approximately \$50 million for the tri-state area.

“We have been working for seven years to bring an Ironman to the metro area and it’s finally here,” said John Korff, organizer of the New York City Triathlon. “New York City and the surrounding tri-state community is a hotbed for triathlon, and we are thrilled to partner with Ironman and local officials to bring a new world-class race to the streets of New York and New Jersey.”

Athletes competing in the new annual race can qualify for the 2012 Ironman World Championship, taking place on Oct.13 in Kailua-Kona, Hawaii. The 2012 Ironman U.S. Championship will offer 75 age group qualifying slots to Kona, more than any other North American race. Additionally, there will be a prize purse of \$100,000 for distribution among the top professional male and female finishers.

Registration opens on Wednesday, June 15, at noon ET at www.ironmanuschampionship.com. Additional race details will be finalized in the coming weeks and will be available on the event website. Inquiries not related to media may be directed to nyc@ironman.com.

ABOUT WORLD TRIATHLON CORPORATION:

World Triathlon Corporation is a Tampa-based company recognized for athletic excellence, distinguished events and quality products. World Triathlon Corporation’s growing portfolio includes the Ironman, Ironman 70.3, 5150, Iron Girl and IronKids brands, which have a combined total of more than 180 events worldwide each year. Supported by partners including Ford, Timex, Foster Grant and PowerBar, Ironman is the No.1 user-based sports brand in the world and has been a respected name in triathlon since its inception in 1978.

ABOUT NEW YORK CITY TRIATHLON:

John Korff, President of Korff Enterprises, organizes the annual Nautica New York City Triathlon (now in its 11th year) that began as a part of New York City’s Olympic bid effort, NYC2012, of which Korff was a consultant. Korff Enterprises has produced the U.S. National Triathlon Championship, an ITU World Cup in New York City, and the 2004 Olympic Trials for USA Triathlon. Korff organized a women’s professional tennis tournament, hot air balloon festivals, and manages sponsorships at various PGA golf tournaments, and is on the national board of directors of the U.S. Tennis Association. For more information visit www.nyctri.com.

###