



For Immediate Release

Ironman 70.3 Arrives in Calgary, Alberta, Canada

(Tarpon Springs, FL) Tuesday July 29, 2008 – Today, World Triathlon Corporation (WTC) announces an addition to the global Ironman 70.3 Event Series, Ironman 70.3 Calgary. This inaugural event will take place on August 2, 2009. Ironman 70.3 Calgary will offer 40 qualifying slots to the 2009 Foster Grant Ironman World Championship 70.3.

“Calgary is the perfect location to host western Canada's first and only Ironman 70.3 event. From beginner to pro, Albertans thrive on competition. As a professional athlete, I am looking forward to the most competitive endurance triathlon in Alberta's history and know that the race will be a great experience for triathletes at all levels,” said Kyle Marcotte, local Ironman competitor.

Chairman of the Calgary Sport Tourism Authority Doug Mitchell said, “We are pleased to have supported the bid for Calgary's inaugural Ironman 70.3. As an active, athletic community with an outstanding reputation for hosting sport events, Ironman 70.3 is a great fit for our city. Joining a strong portfolio of sport events already scheduled for 2009, we expect the Ironman 70.3 Calgary to enjoy tremendous success in our city.”

With the Rocky Mountains as a powerful, yet scenic backdrop, the 1.2 mile/1.9km swim course will consist of one-loop in the crystal clear waters of Ghost Lake. Followed by a point-to-point 56 mile/90km bike course that embraces the Rocky Mountain foothills and Alberta ranch country, athletes will transition in the heart of Canada's Energy Capital. The course offers an out-and-back 13.1 mile/21.1km run that circles the scenic Glenmore Reservoir.

Lisa Bentley, 11-time Canadian Ironman Champion says, "The Ironman Calgary 70.3 showcases the sparkling waters of Ghost Lake against the incredible backdrop of the Rocky Mountains. The course takes riders through the rolling foothills, offering panoramic views of the prairies and ranch country. With Calgary's skyscrapers in the distance, the run through the valleys of the Glenmore Reservoir will be a breathtaking race that combines big city energy with Western hospitality."

Ironman 70.3 Calgary will host 1,500 athletes, including: multiple Ironman Champion Lisa Bentley; past Ironman Canada Champion, Keiren Doe; local pro Kyle Marcotte and a variety of amateur athletes ranging in age. Designed for all levels of competition, the race is anticipated to be a sold-out event.

Registration for this inaugural race opens at 7:00 am MST, Saturday, August 2, 2008 at www.ironmancalgary.com.

About Ironman 70.3

Due to the overwhelming demand of athletes, Ironman announced a new event series in 2005 called Ironman 70.3. Previously known as the Half-Ironman and comprised of a 1.2 mile swim, a 56 mile bike and a 13.1 mile run, the events would now be distinguished by the mileage covered during the event. While the distance had been around for decades, there would be nearly a dozen new events in the series and for the first time ever, a world championship event at that distance. All Ironman 70.3 Events would culminate at the Ironman World Championship 70.3 that takes place each November in scenic Clearwater, FL. Now with more than 30 events in the global series, in locations such as Austria, Newfoundland, Singapore, Cancun and South Africa, the participation from new and seasoned athletes alike continues to increase. Additional information on Ironman and 70.3 can be located at www.ironman.com.

About the Rocky Mountain Triathlon Corporation

Rocky Mountain Triathlon Corporation is a Calgary-based company experienced in event management, course design, coaching, and competition ranging from local community events to world championships.

About the Calgary Sport Tourism Authority

The Calgary Sport Tourism Authority proactively bids for and attracts international sport events that offer significant branding and promotional opportunities, community legacies and benefits to the tourism industry; further promoting and positioning Calgary as a premier host of sport events in Canada.

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