

FOR IMMEDIATE RELEASE



IRONMAN ADDS HISTORIC CALIFORNIA EVENTS TO RACE CALENDAR

*IRONMAN acquires Vineman Triathlon and IRONMAN 70.3 Vineman;
Vineman Triathlon joins IRONMAN U.S. series and becomes IRONMAN® Vineman*

TAMPA, Fla. (Oct. 27, 2015) – IRONMAN announced today the acquisition of multiple events from Vineman, Inc. IRONMAN will now own and operate the Vineman Triathlon and the IRONMAN® 70.3® Vineman triathlon the latter of which was a charter member of the IRONMAN 70.3 World Championship global qualifying series in 2006. The Vineman triathlon will be rebranded as IRONMAN® Vineman and will take place on Saturday, July 30, 2016.

“Vineman has been an iconic race for more than 25 years and we feel privileged to have the Vineman team and events join the IRONMAN family,” said Andrew Messick, Chief Executive Officer of IRONMAN. “The acquisition of these races furthers our commitment to Northern California and we look forward to continuing the growth and history of these great events.”

The IRONMAN Vineman triathlon will feature a 2.4-mile swim, 112-mile bike, and 26.2-mile run through beautiful Sonoma County’s wine country. The IRONMAN Vineman course is a tour of Sonoma County vineyards & wineries, which passes through five distinct regions. The swim takes place at Johnson’s Beach in the Russian River, one of the most rustic and beautiful swim venues you’ll see in the sport. The bike course is a mix of terrain, and travels through the Russian River, Dry Creek, Alexander Valley, and Chalk Hill grape growing regions. With slightly less than 4,000 feet of climbing for the entire bike course, athletes find the course to be challenging but not overwhelming. The out-and-back, run course takes the athletes to the finish area through scenic country roads of Sonoma County. This will allow athletes to see their fellow competitors, family, and friends more often. IRONMAN Vineman will offer 40 age-group slots to the 2016 IRONMAN World Championship taking place in Kailua-Kona, Hawai’i on October 8. Professional athletes will compete for a total prize purse of \$50,000 USD.

The IRONMAN 70.3 Vineman triathlon will remain on July 10, 2016 and feature a 1.2-mile swim, 56-mile bike and 13.1-mile run, and will be a qualifying event for the 2017 IRONMAN 70.3 World Championship in Chattanooga, Tennessee. Professional athletes will compete for a total prize purse of \$50,000 USD. The point-to-point event begins at Johnson’s Beach in Guerneville and takes athletes past hundreds of vineyards and dozens of wineries before it finishes at Windsor High School in Windsor. The course is a tour of Sonoma County’s beautiful wine country, passing through four different grape growing regions: the Russian River Region, the Dry Creek Valley, the Alexander Valley, and Chalk Hill.

“When we started these events in 1990 our goal was to produce them at the highest possible level and provide each entrant with a fantastic racing experience,” said Russ Pugh, Founder of the Vineman events. “We are satisfied that we have achieved this over the past twenty-six years. In an effort to continue to provide athletes with an exceptional event, we made the decision to team with IRONMAN. We look forward to working with IRONMAN to keep the IRONMAN 70.3 Vineman triathlon as one of the most popular events in the world and to build IRONMAN Vineman into a race with similar status. We are thrilled to be a part of the IRONMAN family of events.”

Save the Children has been named the Official Charity Partner of the 2016 IRONMAN 70.3 Vineman and IRONMAN Vineman triathlons. As the Official Charity Partner of these events Save the Children will send

a team of up to 100 athletes through their “Team Save the Children” endurance training and fundraising program. The program participants will raise funds that will support children in the United States and around the world with critical health, education, protection and emergency support programs.

“Save the Children is very excited to be expanding our partnership with IRONMAN as the Official Charity Partner of IRONMAN Vineman and IRONMAN 70.3 Vineman.” said Robin Van Etten, Senior Director Mass Market Fundraising. “This partnership allows Save the Children the opportunity to help end the 17,000 children dying from preventable diseases; to make sure all children have a right to be educated; and to protect the millions of children from abuse, neglect and violence. We are truly inspired by the individuals who choose to race through this program and make their journey even more meaningful.”

General registration for IRONMAN Vineman will open on Tuesday, November 10, 2015. More information about IRONMAN Vineman can be found at www.ironman.com/vineman. Athlete inquiries for IRONMAN Vineman may be directed to vineman@ironman.com.

General registration for IRONMAN 70.3 Vineman will open on Monday, November 9 at www.ironman.com/vineman70.3. Athlete inquiries for the event can be directed to vineman70.3@ironman.com.

For more information on the IRONMAN brand and global event series, visit www.ironman.com. Media may contact press@ironman.com.

###

About IRONMAN

The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world’s most challenging endurance races. Recognized for excellence through distinguished events, world-class athletes and quality products, IRONMAN has grown from a single race to a global sensation with more than 250 events and five unique brands: IRONMAN®, IRONMAN® 70.3®, 5150™ Triathlon Series, Iron Girl® and IRONKIDS®. For more information, visit www.ironman.com.

About Vineman, Inc.

Vineman, Inc. is based in Santa Rosa, California and has produced the Vineman Triathlon events since the 1990’s. It has always been Vineman’s intent and focus to provide athletes with outstanding racing venues which include wine country tourism opportunities that the entire family can enjoy.

About Save the Children

Save the Children invests in childhood — every day, in times of crisis and for our future. In the United States and around the world, we give children a healthy start, the opportunity to learn and protection from harm. By transforming children’s lives now, we change the course of their future and ours. More information can be found at www.savethechildren.org or follow us on Twitter and Facebook.