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ACCENTURE ESCAPE FROM ALCATRAZ TRIATHLON GOES “GREEN”
Race Sponsors, Organizers Pitch In to Make World Famous Race “Climate Neutral”

San Francisco – (May 4, 2007) The Accenture Escape from Alcatraz Triathlon, San Francisco’s most infamous sporting event, will be doing its part this year to help the environment by reducing its environmental impact for the Sunday, June 3 race. In an effort to “green” this event and help curtail global warming, Clif Bar & Company is funding the purchase of enough renewable energy to offset the carbon dioxide release associated with the race to ensure that the 27th annual Accenture Escape from Alcatraz Triathlon is “climate neutral.”

As an official race sponsor, Clif Bar will join race producer IMG and renewable energy firm NativeEnergy in supporting the construction of non-polluting wind farms to offset all of the carbon emissions that the triathlon will generate. This entails all the participants’ travel by air and car, on-site automobile transportation during the race, as well as energy associated with athlete and sponsor accommodations – hence making this world famous triathlon have a net zero impact on global warming.

“We are thrilled that our sponsorship of the Accenture Escape from Alcatraz Triathlon will purchase enough renewable energy credits from NativeEnergy’s Windbuilders program to offset 2.1 million pounds of carbon dioxide emissions from the race,” said Peter Berridge, Clif Bar’s Northern California field marketing manager. “These credits will help finance the development of wind farms on Native American land, which will provide an environmental benefit equivalent to taking 180 cars off the road for a year.”

To further reduce the environmental impact of San Francisco’s most extreme race, throughout the weekend at the 13th annual Fitness Festival & Expo and during the race, the race producers will be using post-consumer recycled paper products and biodegradable utensils and all vendors are strongly encouraged to do so as well. There will also be recycle stations on-site with volunteers encouraging all athletes and spectators to recycle waste. Additionally, the athlete hotels are all within walking/biking distance of the race and all athletes and spectators are encouraged to take public transportation throughout the race weekend.

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Accenture Escape from Alcatraz Goes “Green” – Page Two

On Sunday, June 3, at 7 a.m., 1,800 triathletes in total, including more than 100 of the world’s top professional triathletes will complete in the 27th annual race. In conjunction with the race, the 13th annual Fitness Festival & Expo will feature more than 40 booths exhibiting the health and fitness industries latest products and services, food and refreshments and entertainment. Free to the public, the Fitness Festival & Expo will take place on the Marina Green on Saturday, June 2, from 11 a.m. – 7 p.m. and Sunday, June 3, from 6 a.m. – 2 p.m.

“Accenture is excited to continue its title sponsorship for this race, which *Inside Triathlon Magazine* named the number one triathlon,” said Chris DiGiorgio, Accenture Northern California managing partner. “We are also very pleased that the event is ‘climate neutral’ and therefore doing its part to help the environment and combat global warming.”

Toyota Motor Sales U.S.A., Inc., a first-time co-sponsor of the Accenture Escape From Alcatraz Triathlon, will be offering registered athletes the ability to participate in "Engines of Change," an online and on-site program that supports them in achieving their goals. Inspired by those who strive to make a difference, Toyota is also committed to making a difference in the environment, which is why the company has aligned its Hybrid Synergy Drive-powered vehicle lineup with the triathlon. An interactive display featuring Toyota's industry-leading hybrid vehicle, Prius, will be on-site for attendees to learn more about hybrid technology and win prizes.

Accenture, the Bay Area’s largest management consulting and technology services company, will continue its title sponsorship of the Accenture Escape From Alcatraz™ Triathlon. As part of its renewed sponsorship, Accenture will provide a proprietary technology platform, the Athlete Alert System, which is designed to bring spectators closer to the race action. The Athlete Alert System enables race fans to track the progress of an athlete or group of athletes as they progress along the course. After registering a cell phone, PDA, email or text device, the fans will have free, regular updates on a racer’s location sent to them automatically. In addition, Accenture will be providing live Internet video at the finish line.

Joining ClifBar and ClifShot, other official sponsors include: Speedo, Cytomax and Xcyto, Shane Co., Gordon Biersch, Nautilus, Celebrity Cruises, SF Bay Club, Go For It! Sports, Hornblower Cruises & Events, Hyatt Fisherman's Wharf and the San Francisco Convention and Visitors Bureau (SFCVB). Media sponsors include Triathlete Magazine, San Francisco Examiner and SF Weekly. The charity partners for the race are the Challenged Athletes Foundation and the Golden Gate Triathlon Club.

For additional information visit www.escapefromalcatraztriathlon.com. The Accenture Escape from Alcatraz™ Triathlon is managed by IMG. Race direction will be provided, in part, by Tri California of Pacific Grove, Calif. For additional information, contact IMG at 415/227-8000.