



FOR IMMEDIATE RELEASE

**ASICS SIGNS ON AS OFFICIAL FOOTWEAR AND APPAREL SPONSOR FOR
34TH ANNUAL ESCAPE FROM ALCATRAZ™ TRIATHLON**

San Francisco – (April 28, 2014) – IMG Worldwide, the global sports, fashion and media company, announced today that [ASICS America](#) Corporation will be the official footwear and apparel sponsor of the 34th Annual Escape from Alcatraz Triathlon taking place on Sunday, June 1, in San Francisco. This partnership with ASICS America, a leading True Sports Performance brand, brings one of the most successful athletic brands to the forefront of this iconic race.

“The Escape from Alcatraz Triathlon is one of my favorite triathlons, and after missing last year’s race due to injury, I’m very excited to return to the competition this year,” said ASICS America elite athlete and five-time Escape from Alcatraz Triathlon Champion Andy Potts. “It’s especially exciting for me as an ASICS athlete to have them on board as a sponsor because it solidifies their commitment to the advancement of this sport and their ongoing support for athletes.”

This renowned triathlon attracts top triathletes from around the globe and within hours of opening, registration sells out every year. Other official race sponsors of this year’s event include Muscle Milk, Cytomax, Babson College, Sierra Nevada, Hornblower Cruises and Events and TriBike Transport.

“We are thrilled to have ASICS America on board for the 2014 Escape from Alcatraz Triathlon,” said IMG Senior Vice President James Leitz. “The support from tremendous partners such as ASICS America is a major reason why the Escape from Alcatraz Triathlon remains one of the world’s most prestigious races and attracts top international athletes.”

The world’s top athletes and more than 2,000 race participants from around the globe will take over the streets and waters of San Francisco for this esteemed triathlon. Showcasing the beauty of San Francisco, triathletes will embark on a 1.5 mile swim from Alcatraz Island to the shoreline of Marina Green, an 18 mile hilly bike ride through the Presidio and an eight mile trail run out to Baker Beach and up the infamous Sand Ladder. Fans can experience the excitement at the Marina Green where they can see the swim start and end, the athlete transition area and finish line. Spectators also are invited to enjoy the free Fitness Festival & Expo throughout the weekend featuring dozens of vendors, product demonstrations, refreshments and more. For additional information, visit www.escapefromalcatraztriathlon.com.



About ASICS

Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of performance athletic shoes, apparel and accessories. For more information, visit www.asics.com.

About IMG

IMG Worldwide is a global sports, fashion and media business, with 3,500 employees operating in more than 30 countries around the globe. IMG's areas of expertise are diverse and wide ranging: IMG College; IMG's Joint Ventures in India, Brazil, China and Turkey; IMG Media; IMG Events and Federations; IMG Golf and IMG Tennis; IMG Fashion; IMG Models; IMG Art+Commerce; IMG Clients; IMG Academy; IMG Consulting and IMG Licensing. More information is available at www.img.com. Follow us on Twitter: @IMG_Worldwide and Facebook: www.facebook.com/IMGWorldwide.

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