



FOR IMMEDIATE RELEASE

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**CORPORATE TEAMS INVITED TO TAKE THE PLUNGE AT
2010 ESCAPE FROM ALCATRAZ™ TRIATHLON**

SAN FRANCISCO – (March 16, 2010) Businesses and corporations are invited to form a corporate relay team and compete in the 30th Annual Escape from Alcatraz™ Triathlon. Although individual registration for the triathlon filled up within hours of opening, registration is still available for a maximum 50 corporate relay teams.

A corporate relay team consists of three team members, each representing the same company and competing in one leg of the race – swim, bike or run. The corporate teams will join more than 2,000 professional triathletes, novices and relay teams set to take the plunge in the 2010 Escape From Alcatraz™ Triathlon on Sunday, May 2. Featuring a 1.5 mile swim from Alcatraz Island to the shore, an 18-mile bike and an 8-mile run through San Francisco, this race is considered one of the most exciting triathlons in the world.

Corporate Challenge teams will compete on behalf of their represented corporation or organization for a chance to win the “Keys to the Rock” Corporate Challenge Cup. This is a perpetual trophy awarded each year to the corporation with the combined fastest time of their top two finishing teams. Friedman Fleischer & Lowe currently hold the “Keys to the Rock” Corporate Challenge Cup. Last year, the top three finishing teams were Friedman Fleischer & Lowe, Salesforce.com and Genentech.

Registration costs \$1,200 per team and each corporation must enter two teams. Entry fee includes an event t-shirt; Corporate Challenge t-shirt; athlete gift bag; team invitation to the Saturday Corporate Challenge Reception including food, drinks and professional athlete meet and greet; and team access to the Corporate Challenge VIP Hospitality Tent on Sunday. For more information about the Corporate Relay, or to sign up, visit www.escapefromalcatraztriathlon.com/Corporate_Challenge/Register.htm

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The 30th Anniversary Escape from Alcatraz Triathlon will take place on Sunday, May 2, 2010, at 8 a.m., in San Francisco. The public is invited to watch the race and attend the free two-day Fitness Festival & Expo Saturday and Sunday. (Please note, the date has changed from May 30, to May 2, 2010, due to a Doyle Drive construction project and Memorial Day Weekend traffic congestion.) The Escape from Alcatraz Triathlon is owned and produced by IMG Worldwide with race direction provided, in part, by Premier Event Management. For more information visit www.escapefromalcatraztriathlon.com.



About IMG Worldwide

Operating in 30 countries, IMG Worldwide's diverse businesses include: product and brand licensing; consulting services; event ownership and management; collegiate marketing, media and licensing; fashion events and models representation; golf course design; and client representation in golf, tennis, broadcasting, speakers, European football, rugby, cricket, motor sports, coaching, Olympic and action sports. IMG Academies are the world's largest, multi-sport training and educational facilities, delivering world-class training experiences to more than 12,000 junior, collegiate, adult, and professional athletes each year. More information is available at: www.imgworld.com.

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