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Contact:

DeeDee Taft/Shelbi Okumura  
Spin Communications  
415/380-8390  
[deedee@spinpr.com](mailto:deedee@spinpr.com)

## **IMG SPORTS & ENTERTAINMENT ANNOUNCES PREMIER EVENT MANAGEMENT AS NEW RACE DIRECTOR FOR ESCAPE FROM ALCATRAZ™ TRIATHLON**

### **IMG Hires Premier Event Management To Take Historic Race To Next Level**

**San Francisco – (October 1, 2009)** – IMG Sports & Entertainment, the world's leading sports, entertainment and media company, today announced Premier Event Management (PEM) as the new race director of the world-famous Escape from Alcatraz Triathlon. Premier Event Management will be responsible for all race management and implementation for the upcoming Escape from Alcatraz Triathlon 30th Anniversary race set to take place on Sunday, May 30, 2010.

"The Escape from Alcatraz Triathlon has been one of the world's top triathlons for 30 years and we look to continue and build upon that success as we move forward," said IMG's Senior Vice President James Leitz. "Bill Burke and Premier Event Management produce some of the most prestigious triathlon events in the country and are the perfect group to help us take this race to the next level. IMG is dedicated to creating the best triathlon experience possible and to building world-class triathlon events for professionals and amateurs to enjoy."

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 difficult triathlons in the world. More than 2,000 amateur and professional athletes from dozens of countries will attempt to conquer the icy cold swim from Alcatraz Island to the shore, the hilly bike ride and grueling run through San Francisco for the 30th Annual Escape from Alcatraz Triathlon.

"We are excited for this opportunity to work with IMG on the 2010 Escape from Alcatraz Triathlon," said Premier Event Management Principal Bill Burke. "We have every intention to work towards maintaining this event's status as one of the marquee triathlon events in the world today."

The 30th Anniversary Escape from Alcatraz Triathlon will take place on Sunday, May 30, 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. The Escape from Alcatraz Triathlon is owned and produced by IMG with race direction provided, in part, by Premier Event Management. For more information visit [www.escapefromalcatraztriathlon.com](http://www.escapefromalcatraztriathlon.com).

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**About Premier Event Entertainment**

Premier Event Management is America's preeminent organizer of multi-sport racing events today. The company was formed in 1993 by Bill Burke and is based out of New Orleans, Louisiana. Currently Premier produces more than 20 triathlons and road races each year. Events of note during the last 16 years include the 2004 Olympic Triathlon Trials, 2008 Olympic Triathlon Trials, Nautica New York City Triathlon, Nations Triathlon, Hy-Vee ITU Elite Cup Triathlon, Honolulu Triathlon, Toyota US Open Triathlon, Ironman 70.3 New Orleans and the Ironman 70.3 Augusta. More information is available at [www.pem-usa.com](http://www.pem-usa.com).

**About IMG Sports & Entertainment**

Operating in 30 countries, IMG Sports & Entertainment'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](http://www.imgworld.com).

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