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**30TH ANNIVERSARY ESCAPE FROM ALCATRAZ™ TRIATHLON
SET TO TAKE PLACE ON SUNDAY, MAY 2, 2010**

Random Lottery To Open December 1, 2009

San Francisco – (November 24, 2009) – The Escape from Alcatraz Triathlon will celebrate its 30th year as one of the premier triathlons in the world on Sunday, May 2, 2010. For 30 years, this legendary race has attracted professional and amateur athletes from around the world with its challenging course including the infamous swim from Alcatraz Island to the shore, the hilly bike ride and grueling run through San Francisco. The world's leading sports, entertainment and media company IMG Worldwide once again promises a stellar race ideal for athletes and spectators alike.

"The Escape from Alcatraz Triathlon is my favorite race," said Escape from Alcatraz Triathlon Three-Time Winner and Professional Triathlete Andy Potts. "IMG puts on a first class race that attracts top athletes from around the world and takes place on a truly unique course only made possible in a great city like San Francisco. I look forward to participating in the 30th Annual Escape from Alcatraz Triathlon and being a part of its ongoing history."

Similar to the world-renowned Kona Ironman race, the Escape from Alcatraz Triathlon is one of the hardest triathlons to get into and one of only a few triathlons to be nationally televised. Interested participants can qualify to participate by placing in one of the Escape TO Alcatraz Triathlon Series races: Triathlon de Gerardmer France, September 5, 2009; The Triathlon at Pacific Grove, September 11-13, 2009; Jarden Westchester Triathlon, September 29, 2009; San Diego Triathlon, March 20-21, 2010; and GateWay to the Bay, April 10-11, 2010, or by entering the random lottery beginning on December 1, 2009. Due to the race's extreme popularity, the lottery fills up quickly, with thousands of hopeful participants attempting to secure one of the few coveted spots. Additionally, top men and women from the previous Escape from Alcatraz Triathlon automatically qualify for the race.

"From the London Triathlon – the world's largest, to the brand new Abu Dhabi International Triathlon, The Escape from Alcatraz Triathlon is one of nearly a dozen renowned triathlons owned and produced by IMG," said IMG's Senior Vice President James Leitz. "IMG is dedicated to the sport of Triathlon and developing world class experiences for athletes around the world."

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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.

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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