



FOR IMMEDIATE RELEASE

ESCAPE FROM ALCATRAZ™ TRIATHLON DEFENDING CHAMPIONS ANDY POTTS AND SARAH HASKINS RETURN FOR 2015 RACE

Mirinda Carfrae, Ashleigh Gentle, Ben Hoffman and More Also Set to Compete

SAN FRANCISCO – (April 23, 2015) IMG, the global sports, fashion and media company, announced today that pro triathletes Andy Potts and Sarah Haskins will return to defend their titles at the 2015 Escape from Alcatraz Triathlon, on Sunday, June 7. Potts will attempt to win his seventh Escape From Alcatraz Triathlon as Haskins goes for her second win amongst a field of more than 20 of the world's top triathletes including 2014 Beijing International Triathlon Champion Ashleigh Gentle, two-time IRONMAN World Champion Mirinda Carfrae, 2013 Coeur d'Alene IRONMAN Champion Ben Hoffman and many more.

"This year marks the 10th time I'll race the Escape From Alcatraz Triathlon," said six-time Escape from Alcatraz Triathlon Champion Andy Potts. "I've had some of my most memorable races at this triathlon because of the variety and the challenge that the course provides. It seems to bring out the best in me, and for that reason it is my favorite race in the world."

Professional triathletes set to compete in the 2015 Escape from Alcatraz Triathlon include:

Men:

Josh Amberger (Australia)
Kevin Collington (United States of America)
Cameron Dye (United States of America)
Max Fennell (United States of America)
Brian Fleischmann (United States of America)
Ben Hoffman (United States of America)

Eric Lagerstrom (United States of America)
Graham O'Grady (New Zealand)
Andy Potts (United States of America)
Matt Reed (United States of America)
Drew Scott (United States of America)

Women:

Mirinda Carfrae (Australia)
Leanda Cave (Great Britain)
Emily Cocks (United States of America)
Jenny Fletcher (United States of America)
Ashleigh Gentle (Australia)
Sarah Haskins (United States of America)
Lauren Goss (United States of America)
Heather Jackson (United States of America)
Emma-Kate Lidbury (United Kingdom)
Jillian Petersen (United States of America)
Magali Tisseyre (Canada)

Celebrating its 35th year, more than 2,000 race participants from around the globe will take over the streets and waters of San Francisco for this prestigious 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.

“I am very excited to return to the Escape from Alcatraz Triathlon this year,” said 2014 Escape from Alcatraz Champion Sarah Haskins. “This course is so unique to any other race experience, and this year it will be easier to mentally prepare knowing what to expect on the course.”

Fans will not want to miss this world-class sporting event at the Marina Green where they can see the swim start and finish, the athlete transition areas and finish line. Spectators also

are invited to enjoy the free Fitness Festival throughout the weekend featuring dozens of vendors, product demonstrations, refreshments and more. For more information, visit www.escapefromalcatraztriathlon.com or follow at www.facebook.com/escapealcatraztri, www.twitter.com/escapealcatraz and www.instagram.com/scapealcatraztri.

About IMG

IMG is a global leader in sports, fashion and media operating in more than 30 countries around the world. IMG's businesses include Events & Media, College, Golf, Tennis, Performance and IMG Academy, Fashion, Models, Clients, Consulting, Licensing, Joint Ventures, and creative management agency Art + Commerce. In 2014, IMG was acquired by WME, the world's leading entertainment and media agency. Together, the companies offer an unparalleled client roster; world-class partnerships with sponsors, brands and broadcasters; and marquee assets across entertainment, events and fashion.

Contact:

DeeDee Taft/Shelbi Okumura

Spin Communications

415/380-8390

shelbi@spinpr.com

###