



FOR IMMEDIATE RELEASE

**2015 ESCAPE FROM ALCATRAZ™ TRIATHLON PARTNERS WITH USL.TV
TO PROVIDE REVOLUTIONARY LIVE RACE COVERAGE**

SAN FRANCISCO– (May 13, 2015) – The Escape from Alcatraz Triathlon today announced a partnership with USL.TV to provide live streaming coverage of this year’s race set to take place on Sunday, June 7. Hosted on EscapeFromAlcatrazTriathlon.com, the live streaming coverage will include expert commentary and insight from nine locations along the race course. USL.TV will utilize its new innovative tracking technology along with live camera angles, allowing fans the ability to see exactly where their favorite pros are during all three legs of the event.

“Escape from Alcatraz is one of the most iconic triathlon events in the sport and we are honored to be partnering with them this year,” said USL.TV Founder and CEO Mike Cloward. “The USL.TV experience will provide spectators and fans worldwide with race coverage like nothing ever seen before in a triathlon event.”

More than 2,000 race participants from around the globe will take over the streets and waters of San Francisco for this prestigious triathlon. Considered one of the most difficult triathlons in the sport, triathletes will embark on a challenging 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.

“The Escape from Alcatraz Triathlon is a bucket list race that attracts amateurs and professional athletes from all over the world,” said IMG Senior Vice President James Leitz. “USL.TV’s technology is going to make this race available to the families, friends and fans of racers representing more than 40 countries.”

Owned and operated by IMG, the 2015 Escape from Alcatraz Triathlon will celebrate it’s 35th Anniversary and continues to provide the best spectator viewing experience at the Marina Green allowing fans to catch all the action from the swim start and end, the athlete bike and run transition area and the finish line. In addition to watching top triathletes compete, spectators will enjoy the free weekend long Fitness Festival featuring health products, services, giveaways, food and more.

For additional race information and event updates:

www.escapefromalcatraztriathlon.com • [#escapealcatraztri](https://twitter.com/EscapeAlcatraz)

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About IMG

IMG is a global leader in sports, fashion and media operating in more than 25 countries around the world. IMG's businesses include Events & Media, College, Golf, Tennis, Performance and IMG Academy, Fashion, Models, Clients, 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; strategic partnerships with sponsors and brands; and marquee assets across sports, entertainment, events, music and fashion. www.img.com

About USL.TV

USL.TV is a media and technology platform-revolutionizing event and race coverage of North America's greatest races. Through live streaming video, real-time racer tracking, dynamic course previews, expert commentary and interviews, and engaging post-race highlight reels, USL.TV connects fans to every step of each event. The use of multiple live cameras and up to the minute GPS tracking allow viewers to watch the event the way they want to. Follow the leaders or watch friends and family as they navigate some of the world's most challenging courses. www.usl.tv

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