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IRONMAN ANNOUNCES ACQUISITION OF OPTIMUM SPORTS EVENTS IN FRANCE

Vichy Half Triathlon To Become IRONMAN® 70.3® Vichy

HANAU/VICHY/TAMPA (January 12, 2015) – IRONMAN is proud to announce the acquisition of Optimum Sports Events, organizers of the Challenge Vichy triathlon and the Vichy Half Triathlon in France. The Vichy Half Triathlon will become IRONMAN® 70.3® Vichy with the race now taking place on Saturday, August 29, 2015.

“France has been a fantastic market for the sport of triathlon and we are extremely impressed by the Optimum Sports Events team. Their commitment is demonstrated by the quality and spirit athletes have come to expect of their events and it is an honor to work with Race Director Gael Mainard and his staff to bring IRONMAN to Vichy,” said Thomas Dieckhoff, CEO IRONMAN Europe, Middle East and Africa. “We are committed to further develop Optimum Sports’ existing events as well as work with them to create new ones.”

IRONMAN 70.3 Vichy will become the third IRONMAN branded race in France, joining IRONMAN Nice on June 28, 2015 and IRONMAN 70.3 Pays d’Aix in Aix en Provence on May 3, 2015.

“The acquisition by IRONMAN opens a new chapter in the history of our events and we are very excited about what the world’s best-known endurance brand can offer to us. We are confident that our new colleagues and resources will enable us to lift triathlon events in Vichy to a new level,” added Race Director Gael Mainard.

IRONMAN 70.3 Vichy will have 30 qualifying slots for the 2016 IRONMAN 70.3 World Championship in Sunshine Coast, Australia. All athletes that had registered for the Vichy Half Triathlon are now registered for IRONMAN 70.3 Vichy. Athletes will receive updated race information in the coming weeks. More information can be found at www.ironman.com/vichy70.3. Athlete inquiries may be directed to vichy70.3@ironman.com.

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About IRONMAN

The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world’s most challenging endurance races. Recognized for excellence through distinguished events, world-class athletes and quality products, IRONMAN has grown from a single race to a global sensation with more than 190 events across five unique brands: IRONMAN®, IRONMAN 70.3®, 5150™ Triathlon Series, Iron Girl® and IRONKIDS®. For more information, visit www.ironman.com.

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