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2014 BEIJING INTERNATIONAL TRIATHLON RETURNS TO FENGTAI DISTRICT OF BEIJING AND ADDS NEW SPRINT TRIATHLON

BEIJING – (February 26, 2014) – IMG Worldwide, the global sports, fashion and media company, in partnership with the Fengtai Sports Bureau of Beijing, will host the 2014 Beijing International Triathlon Sunday, September 14, at a new venue, the Garden Expo Park, in the Fengtai District of Beijing, China. For the third straight year, top athletes from around the world will race in this renowned Olympic distance triathlon with a sprint distance race being added this year due to the race's growing popularity. The all-new Beijing Sprint Triathlon (750m swim, 20km bike and 5km run) will take place on Saturday, September 13, opening up this festive weekend of health and fitness to even more levels of competitors. Registration for both races is now open at www.beijinginternationaltriathlon.com.

"For the past three years, the Beijing International Triathlon has continued to grow in popularity, with more and more athletes from both Asia and around the world participating, so we have added a sprint distance race to open the weekend up to even more competitors of various fitness levels," said IMG Senior Vice President James Leitz. "We've also incorporated an exciting new race venue at the beautiful Garden Expo Park, which we have been working on with the Fengtai Sports Bureau of Beijing and the Fengtai government."

The newly located Olympic distance course will showcase the eco-friendly environment and cultural attractions in Fengtai including a 1.5 km swim through Garden Expo Lake; a challenging 40 km bike race through quaint villages of Fengtai and up Qian Ling Mountain, the highest peak in Southwest Beijing; and a final 10 km run through the colorful gardens and scenic trails showcasing the cultural beauty of the Garden Expo Park. The sprint element of the triathlon will take triathletes on a 750m lake swim, a 20km bike ride and a 5 km run all through the lush grounds of the expansive Garden Expo Park.

Garden Expo Park is located west of the Yongding River and east of Eagle Mountain, the Fengtai District of Beijing, China. The park was designed to be an elaborate garden city using the most advanced technologies and artistic achievements in landscaping including an international standard low-carbon and ecological zone. Within the Garden Expo Park, there are

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several attractions including various Traditional, Modern, Innovation, Ecological and International Exhibition Parks; and a plethora of lush gardens replicating famous regions of China including Beijing, Jinan, Shanghai, Lingnan, Tangshan and more.

This triathlon is part of the Escape to Alcatraz Triathlon Series, and the only qualifying event in Asia for the iconic Escape from Alcatraz™ Triathlon. Coveted race slots for the infamous and grueling 2015 Escape from Alcatraz™ Triathlon will be awarded to the top 50 men and women across each group and division of the Olympic distance race, at the 2014 Beijing International Triathlon.

The public is invited to watch the races at the start/finish line in the park, as well as attend the free Health and Fitness Race Expo which will take place Saturday, September 13 and Sunday, September 14. The Beijing International Triathlon is owned by the Fengtai Sports Bureau of Beijing and produced by IMG Worldwide. Interested participants are encouraged to register online early as space is limited. Follow the race at www.facebook.com/BeijingTri and www.twitter.com/Beijing_Tri.

About Fengtai

The Beijing International Triathlon will primarily take place within the Wang Zuo County, in the Fengtai District, with a history that dates back to 221 BC. With a population of 2.1 million, the Fengtai District is located in Southwest Beijing at the foot of the Western Hills, by the Yong Ding River. Dating back to the Liao and Jin Dynasties, the Fengtai District was the location of the Imperial City. Racers, family and friends visiting the area will be treated to several of China's most famous sites including the 900 year old Lotus Pool; the Lu Gou Bridge (Marco Polo Bridge) that dates back 800 years and the Wan Ping Fortress from the 17th century.

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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