



THE OFFICIAL RACE HOTEL FOR THE ISLAND TRIATHLON SERIES™

CANADA CONTACT: Susan Zuzinjak
Principal, Smitten Creative Boutique
Tel: 416-782-5879
Email: susan@smittencreative.com

USA CONTACT: Lisa Snyder Consulting
Tel: 303-601-5580; Fax: 303-221-6747
lisasnyderpr@yahoo.com

FOR IMMEDIATE RELEASE

THE ALEXANDRA – OFFICIAL RACE HOTEL OF THE INAUGURAL ISLAND TRIATHLON SERIES™ ON PROVIDENCIALES IN THE TURKS & CAICOS ISLANDS

Toronto, ON – March 8, 2007 - The Alexandra is proud to announce that it has been selected as the Official Race Hotel for the inaugural Island Triathlon Series™ (ITS), set to take place in Providenciales, The Turks & Caicos Islands. The resort is an enchanting mix of natural charm and contemporary comfort. Nestled quietly and conveniently on Grace Bay Beach, one of the most beautiful and protected beaches and reefs in the Caribbean, makes it an ideal setting to host athletes from around the world.

On March 29, 2009, competitors will descend upon the Northern Shore of Grace Bay, steps away from The Alexandra, to embark on a physical and mental challenge that will test them through the Island Eighty™-- a 1 mile swim, a 66-mile bike ride and a 13-mile run. ITS is quickly becoming the “IT” triathlon in which to participate, with elite athletes already confirmed for the event, including, Rutger Beke, Lisa Bentley, Desiree Ficker, Chris Lieto, Kim Loeffler and Marino Vanhoenacker.

“Where else on earth could the pursuit of excellence in sport be coupled with such a divine backdrop that is unparalleled to any of the Caribbean Islands currently offering races of this magnitude?” said Hala Bissada, President & Founder of the Island Triathlon Series™. “The beauty of the landscape is second only to that of the people of the Island.”

-more-



THE OFFICIAL RACE HOTEL FOR THE ISLAND TRIATHLON SERIES™

“Hosting international events of this magnitude raises important and valuable awareness of the island in addition to bolstering the local economy through tourism,” says Greg Claytor, General Manager, The Alexandra.

The Alexandra provides all the comforts necessary for any race participant, including close proximity to the starting line, a relaxing environment, a free-form swimming pool for warm-ups, a beachfront fitness center, and oceanview massages. Plus, this all-suite resort has every comfort of the “home away from home” that allows each athlete to properly prepare for the big day. Each suite is oceanfront or has an ocean view, featuring a spectacular interior designer decorated interior with fully equipped kitchen, relaxing feather-topped beds with Egyptian combed cotton linens and an expansive private balcony. Special seven-night air and hotel packages with Skylink Holidays start at \$1799 per person.

An important part of the Island series is the launch of its signature fundraising program entitled “Tri4Dignity” which provides the competing athletes an opportunity to partially offset their travel and accommodation expenses while raising money and awareness for Dignitas International, a global, medical, and humanitarian organization focused on HIV/AIDS treatment and prevention. Coincidentally, the race falls on World's Aid Day 2007.

This is the first time a triathlon event has come to the Islands of the Turks & Caicos. Welcomed and endorsed by the Premier’s Office, Tourism Board, local hoteliers and excursion companies, the ITS plans to include as much as the local community as possible. ITS is planning to expand its series to other island destinations, adding a new island each year over the next three to four years, culminating with its own World Championship in 2010.

###



THE OFFICIAL RACE HOTEL FOR THE ISLAND TRIATHLON SERIES™

The Alexandra

The Alexandra is an extraordinary resort community on Providenciales in the Turks and Caicos Islands with an enchanting mix of natural charm and contemporary comfort. Located directly on one of the most beautiful beaches in the world, Grace Bay Beach, the resort offers the dream vacation of a lifetime, luxurious accommodations, warm friendly service, a free form pool with swim-up bar, an oceanview restaurant and a bevy of exciting activities. This resort has it all: understated luxury with a delightful Caribbean atmosphere, fantastic ocean views, powder white sand and international cuisine with an island flair. The Alexandra has established itself as the leading hotel partner for large, international events and has partnered with the Island Triathlon Series™ as the Official Race Hotel for the inaugural event set for March 29, 2009. For more information, please visit: www.alexandraresort.com

Island Triathlon Series™

Set to take place on March 29, 2009, the Island Triathlon Series™ is an original distance triathlon featuring **The Island Eighty™**: a 1-mile swim, a 66-mile bike ride and a 13-mile run set against a picturesque backdrop of the Providenciales, Turks & Caicos landscape. ITS is planning to expand its series to other island destinations, adding a new island each year over the next 3-4 years, culminating with its own World Championship in 2010. For more information about the race, to register or to volunteer, please visit: www.islandtriathlonseries.com

Dignitas International

Dignitas International is a global pioneering medical and humanitarian organization harnessing the power of community to fight AIDS and to dramatically increase access to life-saving treatment and prevention in areas overwhelmed by the pandemic. Dignitas International is saving lives with a groundbreaking, sustainable community-based care model to be replicated throughout the developing world. The organization was co-founded by Dr. James Orbinski, former International President of Doctors without Borders—he accepted the Nobel Peace prize on behalf of the organization in 1999. Further information is available at www.dignitasinternational.org

TRI4Dignity™

TRI4Dignity is the signature fundraising campaign for Island Triathlon Series™. This initiative gives athletes an opportunity to achieve a personal goal, to raise money and awareness for Dignitas International (a global, medical, and humanitarian organization focused on HIV/AIDS treatment and prevention), while off-setting a portion of their travel costs. For more information go to www.islandtriathlonseries.com.



THE OFFICIAL RACE HOTEL FOR THE ISLAND TRIATHLON SERIES™

Hala Events & Communications Inc.

Hala Events & Communications Inc. is the event producer of the Island Triathlon Series™. Hala Inc. is an international award-winning event management firm specializing in highly complex events with an international, national and regional scope. They have a stellar reputation for developing new, innovative event concepts that capture industry and public recognition. With strategic planning, Hala Events & Communications Inc. focuses on results and long-term measurable success. They are professionals at developing events that make good business sense. For more information, please visit www.halainc.com.

Turks and Caicos Islands

The 40 islands of the Turks & Caicos, of which eight are inhabited, are renowned for their award-winning beaches, diving and array of world-class resorts. Additional activities include tennis, golf and horseback riding. The islands feature a variety of spa and body treatment services and is home to the world's only conch farm. There are three daily 90-minute direct flights from Miami, a US Airways direct flight from Charlotte, twice weekly flights from New York and weekly flights Boston, Philadelphia, Atlanta and Toronto. For more information on travel, visit the Turks & Caicos Islands Tourist Board Web site at www.turksandcaicostourism.com or call (800) 241-0824.



THE OFFICIAL RACE HOTEL FOR THE ISLAND TRIATHLON SERIES™.

APPENDIX I

Interviewees:

Greg Claytor, General Manager, The Alexandra
Amy Thiel, Marketing Director, The Alexandra
Hala Bissada, President & CEO, Island Triathlon Series™
Kelly Mathews, Race Director, Island Triathlon Series™

APPENDIX II

Confirmed Pro-Athletes:

Rutger Beke: Rutger has ranked in the top five finisher overall in the Ironman World Championships since 2003. Other highlights include Belgian Champion Long Distance triathlon in 2003 and Belgian Champion Short Distance triathlon in 2004. Visit www.rutgerbeke.com for more information.

Lisa Bentley: Ten-time Ironman Champion, Lisa also ranked 3rd in the 2006 Ironman World Championships. Her other career highlights include representing Canada at the Pan America Games in 1995. Visit www.lisabentley.com for more information.

Desiree Ficker: Former Junior Olympic athlete, Desiree is a rising star on the Ironman circuit having recently finished 2nd overall at the 2006 Ironman World Championships as well as a 2nd place finish at Ironman Buffalo Springs Lake 2006. Visit www.desireeficker.com for more information.

Joanna Lawn: Wellington born and Auckland raised, Joanna is an Ironman Champion and placed 4th overall in the 2006 Ironman World Championships. Visit www.joannalawn.com for more information.

Chris Lieto: Three-time Ironman champion and current #1 ranked U.S. Long Course triathlete, Chris finished 9th overall at the 2006 Ironman World Championships. Visit www.chrislieto.com for more information.

Kim Loeffler: Current USA Long Course Champion, Kim placed 8th overall and first U.S. finisher at the Ironman World Championships in 2005. She was also named the Breakthrough Performance of the Year by *Inside Triathlon Magazine* in 2005. Visit www.kimloefflerracing.com for more information.

Chris McCormack: Australian Chris McCormack is one of the most affable athletes in the sport of triathlon. In his short career he has won almost every major short distance title on the global triathlon calendar including the ITU World Cup Series. An Ironman Champion, he recently ranked 2nd overall in the 2006 Ironman World Championships. Visit www.chrismccormack.com for more information.



THE OFFICIAL RACE HOTEL FOR THE ISLAND TRIATHLON SERIES™.

Melanie McQuaid: BC Native and three time Xterra World Champion, Melanie is a force to be reckoned with. Visit www.melaniemcquaid.com for more information.

Matt Reed: Matthew Reed, known as Boom Boom, is the U.S. Professional Triathlon Champion, World Team Champion and a 2008 Olympic hopeful. Visit www.mattyreed.com for more information.

Marino Vanhoenacker: Born in Belgium and employed by the Belgium army, Marino (a.k.a. “Bink”) recently ranked 6th in the 2006 Ironman World Championships and has two Ironman wins under his belt from Austria and Florida. Visit www.binkmarino.be for more information.