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FOR IMMEDIATE RELEASE

**Tri4Dignity™ & Island Triathlon Series™
Support Dignitas International Organization**

Tri4Dignity Program™ Benefits Global AIDS Organization

Toronto, ON – April 9, 2007 – Dignitas International, a global medical and humanitarian organization focused on HIV/AIDS treatment and prevention, is proud to be selected as the charity of choice for the inaugural Island Triathlon Series™ in Turks & Caicos. The organization was co-founded by Nobel Peace Prize winner Dr. James Orbinski, former International President of Doctors without Borders, who accepted the award on behalf of the organization in 1999. Created for this organization is the triathlon's signature fundraising campaign, TRI4Dignity™. ITS is also working with the local National AIDS Committee of Turks & Caicos Island to generate awareness of the event and donations for the cause.

TRI4Dignity is a fundraising initiative that provides athletes with an opportunity to raise funds and awareness for this worthwhile organization, off-set their travel costs and achieve a personal goal. A requirement to register as a Tri4Dignity participant is to raise a minimum of \$5,000 CDN/USD. In return for the participant's fundraising effort, they will receive round-trip airfare to Turks & Caicos, accommodation for 6 nights/7 days, a \$25 Registration Fee discount, an invitation to the

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exclusive Premier's Reception for pro-athletes, celebrities, sponsors and Tri4Dignity athletes, round-trip transportation from the airport to The Alexandra Hotel, admission to the Post-Race Party, a customized Island Eighty™ Training program, and special Tri4Dignity gifts.

All Tri4Dignity athletes will be entered into a drawing for a prize valued at \$1,000 USD. There will also be prizes award for the top three fundraisers. There are increased fundraising minimums for those participants living outside Canada and the USA.

There are 39.5 million people living with HIV, and 15.2 million children worldwide are orphaned as a result of AIDS. "Social awareness and fundraising programs like TRI4Dignity will allow Dignitas International to carry on with its life-saving work," said James Fraser, Executive Director and Co-Founder of Dignitas International. "It will also ensure that Dignitas International is able to continue the refinement of a community-based care model that will be used in other parts of the world overwhelmed by the pandemic. AIDS will only be beaten if all sectors of society work together."

Given the enormity of the pandemic and the need for financial support, it was easy for Hala Bissada, President & CEO of Island Triathlon Series™ Ltd., to align the event with this cause. "I've had the privilege of volunteering with Dignitas International for the past three years, and know first-hand the tremendous strides that their team has made with their community-based care model and the thousands of people they have helped to lead better lives" said Hala.

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.

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Dignitas International

Dignitas International is a pioneering medical 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 Nobel Peace Prize winner Dr. James Orbinski, former International President of Doctors without Borders, who accepted the award 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, raise money and awareness for Dignitas International, a global medical humanitarian organization focused on HIV/AIDS treatment and prevention, while off-setting their travel costs. For more information go to www.islandtriathlonseries.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, 66-mile bike and 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

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/or regional scope. They have a stellar reputation for developing new, innovative event concepts that capture industry and public recognition. They plan strategically, focusing on results and long-term measurable success and 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.





APPENDIX I

Interviewees:

James Fraser, Executive Director & Co-Founder
Dignitas International, Toronto Headquarters

Dr. James Orbinski, President & Co-Founder
Dignitas International, Toronto Headquarters

Scott Simpson, HIV+ Triathlete
Dignitas International's Fundraising Officer

Hala Bissada, President & CEO
Hala Inc. and the Island Triathlon Series™ Ltd

Kelly Mathews, Race Director
Island Triathlon Series™

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April 9, 2007

