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FOR IMMEDIATE RELEASE

Island Triathlon Series Ushers In 2009 with Premiere International Event

Toronto, ON – December 13, 2007 – As the Island Triathlon Series Ltd. (ITS) counts down to a little more than 90 days until the race date, March 29, 2009, the sporting world is anxiously awaiting this unique destination event for the New Year. Set for the luxurious Turks and Caicos Island of Providenciales, the ITS is preparing for their much sought-after assembly of professional athletes and celebrities from across the globe who will be taking part of this international athletic event.

One such athlete is 2007 World Champion Chris McCormack. He, among many others, has offered enthusiastic support of this newest and most anticipated triathlon. Chris remarks, “The opportunity to race in new Triathlon events in some of the worlds most beautiful destinations is what keeps me motivated. More so, beyond the scope of racing, I love to show new communities the lifestyle that is Triathlon. When the *Island Eighty* (of the ITS) race presented itself, I saw this as a huge opportunity to throw my weight behind an event that is exciting, new and touching an area of the globe that is relatively new to our amazing sport.” As McCormack feels, life is about making choices, and for those who compete in Triathlon events, they have chosen to commit to a healthy lifestyle. “Destination races such as the *Island Eighty* event in Turks and Caicos will be the future of this sport; I am excited and happy to be a part of this event,” he added.

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The ITS power-house pro-athlete ensemble also includes the likes of Ironman champions Chris Lieto, Chris Legh, Nina Kraft, Marino Vanhoenacker and USA Long course champion Kim Loeffler.

The original-distance of this triathlon series, *coined* The Island Eighty™, will feature a 1-mile swim, a 66-mile bike and a 13-mile run. And, in mid-November, the ITS announced the launch of their newly created Island Forty™, featuring a 1-mile swim, a 33.5 mile bike and a 5.5 mile run.

Hala Bissada, President and CEO of the ITS remarked, “This triathlon series has always been designed to be more than a race. Combining our global television commitments in 85 countries and more than 216 million potential viewers, world-class athletes and a variety of celebrities, this worldwide event can be shared with athletes and non-athletes alike.”

The Island Triathlon Series is also thrilled to announce the participation of internationally renowned recording artist Chantal Kreviazuk, seven-time WWE Woman’s Champion Trish Stratus, and Andy Baldwin of ABC’s “The Bachelor” fame. Ms. Stratus will participate in the celebrity relay, supporting the ITS’ signature fundraising initiative, Tri4Dignity™, benefiting global humanitarian AIDS organization Dignitas International. Andy will participate in the biking portion of the relay and raise funds through pledges and help generate a greater awareness for Dignitas International. Fans of “The Bachelor” can show their support by pledging Andy at www.active.com/donate/tri4dignity/Celebrity_Relay.

This is the first time a triathlon event will take place on the Island of Turks & Caicos. Welcomed and endorsed by the Premier’s Office, Tourism Board, local hoteliers and excursion companies, the ITS has made a major impact on the island. For more information about the event or to register as a participant, become a volunteer, or to make a donation, please visit www.islandtriathlonseries.com.

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The Island Triathlon Series™

Set to take place on December 1, 2007, 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

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 offsetting their travel costs. For more information, 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

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