

WTC Announces Anti-Doping Rule Violation

January 12, 2012 (Tampa, Fla.) -- Today, World Triathlon Corporation (WTC) announced that Canadian athlete Brent Poulsen, residing in Fort Worth tested positive for a prohibited substance and has accepted a suspension for a doping offense.

Poulsen was tested by WTC at the Affresh Ironman 70.3 Muncie on July 9, 2011. The sample resulted in an Adverse Analytical Finding for testosterone and/or its precursors, which are prohibited in the class of Anabolic Agents on the World Anti-Doping Agency Prohibited List that has been adopted by the World Triathlon Corporation Anti-Doping Rules ("WTC Rules").

Poulsen accepted a two-year period of ineligibility; beginning on July 9, 2011, the date the sample was collected. As a result of the doping violation, Poulsen has also been disqualified from all competitive results achieved at and subsequent to July 9, 2011, including forfeiture of any medals, points and prizes.

"First and foremost, I want to apologize to my sponsors, fellow athletes, family and friends," said Poulsen. "My positive test was caused by my use of a prescribed treatment. I had contacted anti-doping authorities, including WTC and the Canadian Centre for Ethics in Sport ("CCES"), to inquire regarding a possible Therapeutic Use Exemption ("TUE"), but regret that I failed to see that process through and heed their warnings before continuing to compete without an approved TUE."

"As athletes we are 100% responsible for what we put in our bodies and the resulting consequences for our actions," continued Poulsen. "I hope my fellow competitors will consider my situation and recognize the importance of being accountable to the Anti-Doping Rules."

"This case illustrates the importance of athletes taking responsibility for the rules established to protect the integrity of competition," said Andrew Messick, Chief Executive Officer of WTC. "WTC will continue to work with our athletes and race organizers to ensure the fundamental values of fair play and healthy living are preserved."

To learn more about the Ironman and Ironman 70.3 brands and events, visit www.ironman.com. Media-related inquiries should be directed to Jessica Weidensall at Jessica@ironman.com or 813.868.5914.

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As a private corporation conducting triathlon events under the IRONMAN® brand, World Triathlon Corporation (WTC) is the first private, non-federation sports company to formally adhere to the World Anti-Doping Code. The WTC Rules are adopted and implemented in conformance with the responsibilities of WTC under the code, and are in furtherance of WTC continuing its efforts to eradicate doping in the sport of triathlon. As part of the www.ironmanpromembership.com website, WTC has included an Anti-Doping section. Downloads of rules, policies and forms, as well as educational resources and links are available to all participants and the public through this site.

World Triathlon Corporation www.ironman.com

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About World Triathlon Corporation

World Triathlon Corporation (WTC) is a Tampa-based company recognized for athletic excellence, distinguished events and quality products. The WTC portfolio includes Ironman, Ironman 70.3, 5150 Triathlon Series, Iron Girl and IronKids, which have a combined total of more than 180 events worldwide each year. Supported by partners including Timex, PowerBar, K-Swiss and TYR, Ironman is the No.1 user-based sports brand in the world and has been a respected name in triathlon since its inception in 1978.

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