

FOR IMMEDIATE RELEASE



IRONMAN ANNOUNCES ANTI-DOPING RULE VIOLATION BY ATHLETE

TAMPA, Fla. (December 10, 2015) -- Today, IRONMAN announced that Danish age-group athlete Thomas Lawaetz tested positive for a prohibited substance (Erythropoietin - EPO) and has received a 48-month sanction for an anti-doping rule violation. Mr. Lawaetz's suspension began August 23, 2015, the date on which his positive sample was collected at the KMD IRONMAN® Copenhagen. Mr. Lawaetz's results from that competition were disqualified and he was declared ineligible to compete at the 2015 IRONMAN World Championship presented by GoPro.

IRONMAN applies sanctions in accordance with the World Anti-Doping Code (WADA Code) and the IRONMAN Anti-Doping Rules. As a result of this sanction, Mr. Lawaetz is ineligible to participate in any IRONMAN competition or events organized by any WADA Code Signatory for a period of 4 years.

Testing at the KMD IRONMAN Copenhagen was carried out by Anti-Doping Denmark (ADD) as part of their national testing program and as part of both organizations coordinated effort to increase testing of age-group athletes. In accordance with the IRONMAN Anti-Doping Rules, IRONMAN is responsible for Results Management for all in-competition testing at its events which ensures a consistent process for both Professional and Age Group athletes at all IRONMAN races worldwide.

"Our partnership with Anti-Doping Denmark is exactly the kind of collaboration that is necessary among anti-doping organizations if we are going to be effective in detecting and ultimately deterring doping in our sport," said Kate Mittelstadt, the Director of the IRONMAN Anti-Doping Program. "There is shared intelligence, effective coordination and a commitment to working effectively and efficiently to combat doping and protect the rights of clean athletes at every level."

To learn more about the IRONMAN Anti-Doping program, visit www.ironman.com/triathlon/organizations/anti-doping.aspx. For more information on the IRONMAN brand and global event series, visit www.ironman.com. Media-related inquiries may contact press@ironman.com.

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

About IRONMAN

The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world's most challenging endurance races. Recognized for excellence through distinguished events, world-class athletes and quality products, IRONMAN has grown from a single race to a global sensation with more than 250 events and five unique brands: IRONMAN®, IRONMAN® 70.3®, 5150™ Triathlon Series, Iron Girl® and IRONKIDS®. For more information, visit www.ironman.com.