

FOR IMMEDIATE RELEASE



IRONMAN ANNOUNCES ANTI-DOPING RULE VIOLATION BY ATHLETE

TAMPA, Fla. (August 25, 2015) -- Today, IRONMAN announced that Brazilian age-group athlete Bruno Lazaretti tested positive for the prohibited substance (Erythropoietin - EPO) and has received a 42-month sanction for an anti-doping rule violation. Mr. Lazaretti's suspension began April 5, 2015, the date on which his positive sample was collected at the IRONMAN® 70.3® Latin American Championship. Mr. Lazaretti's results from that competition were also disqualified.

Mr. Lazaretti promptly admitted to his use of EPO when contacted by IRONMAN. IRONMAN applies sanctions in accordance with the World Anti-Doping Code (WADA Code) and the IRONMAN Anti-Doping Rules. In accordance with WADA Code Article 10.6.3 concerning prompt admission, and at the discretion and approval of WADA and IRONMAN, the athlete's sanction was reduced from 48 months to 42 months. As a result of this sanction Lazaretti is ineligible to participate in any IRONMAN competition or events organized by any WADA Code Signatory.

Lazaretti's test was part of the IRONMAN Anti-Doping Program's increased testing of age-group athletes at its 11 championship races worldwide. In addition, age-group qualifiers for the IRONMAN and IRONMAN 70.3 World Championship races are targeted for out-of-competition testing and the development of individual profiles in compliance with the WADA ABP guidelines.

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 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 IRONMAN Anti-Doping Rules are adopted and implemented in conformance with the responsibilities of WTC 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 190 events across five unique brands: IRONMAN®, IRONMAN® 70.3®, 5150™ Triathlon Series, Iron Girl® and IRONKIDS®. For more information, visit www.ironman.com.