

ESCAPE

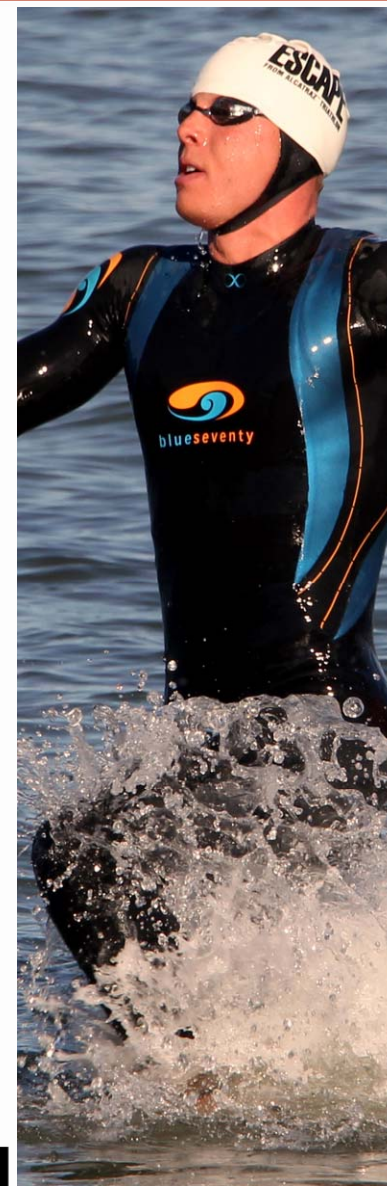
FROM ALCATRAZSM TRIATHLON

2011 EVENT OVERVIEW



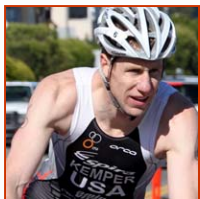
Event Facts and Information

Race Location	Marina Green, San Francisco, CA (Marina Blvd and Scott Street)		
Date	June 4-5, 2011		
Schedule	Friday	7:30 PM	Hornblower VIP Dinner Cruise
	Saturday	11:00 AM - 6:00 PM	Fitness Festival & Expo Athlete Packet Pick-up
	Sunday	7:00 AM - 3:00 PM	Fitness Festival & Expo
		8:00 AM	Race Start off Alcatraz Island
		12:00 PM	Awards
Participants	2,000 participants from 50 states and ~40 countries		
Classes	Professional/Elite Age Group Open Relay Corporate Relay Challenged Athletes		
Spectators	20,000+ over two days		
Coverage	National Television Show – Network Syndication (ABC, NBC, CBS Affiliates) Promotional Advertising: National & Regional Print; Local Print, Radio, & Outdoor; Grassroots & Industry Press & Media: International, US National, & Local Coverage. 42 Million Impressions in 2010.		



Athletes

The Escape from Alcatraz Triathlon attracts the world's top triathletes. 2010 Professional Competitors included:



Hunter Kemper, USA
2005, 2010 Champion



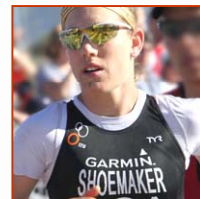
Bevan Docherty, NZL
2x Olympic Medalist



Andy Potts, USA
2007-09 Champion



Leanda Cave, GBR
2007-08, 2010 Champion



Jenna Shoemaker, USA
USA Triathlon Team



Mary Beth Ellis, USA
2009 Champion

"There are a lot of great athletes that have won escape before, now I have my name on that list. It's the biggest short course race in America, it means everything to win. It's extremely hard to win. The best Athletes in the world come to win this race and every year the competition gets tougher." - Matt Reed, 2006 Escape from Alcatraz Champion

2,000 Triathletes compete in the Escape from Alcatraz Triathlon each year. In 2010, over 4,000 people entered the race lottery.

Triathlon is one of the fastest growing sports in the world today and has become a powerhouse in terms of the active lifestyle market. Few sports can boast the demographics of the average triathlete.

Extremely focused and driven to succeed, largely affluent young professionals not only embrace new technologies and products, they have the purchasing power to obtain them.

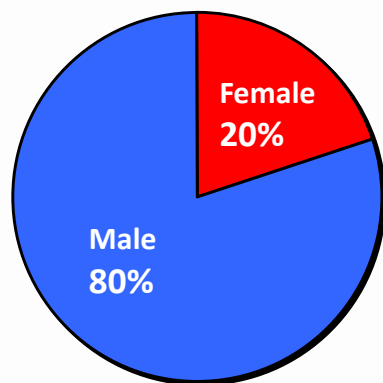
The average triathlete is:

- » In his/her mid-30's
- » Professional
- » College educated
- » Married
- » Average household income of over \$100,000/year
- » 97% of triathletes have access to the world wide web (national average is 49%)

Triathlon attracts goal-driven, success minded people, who find that competing is an extension of their lifestyle.

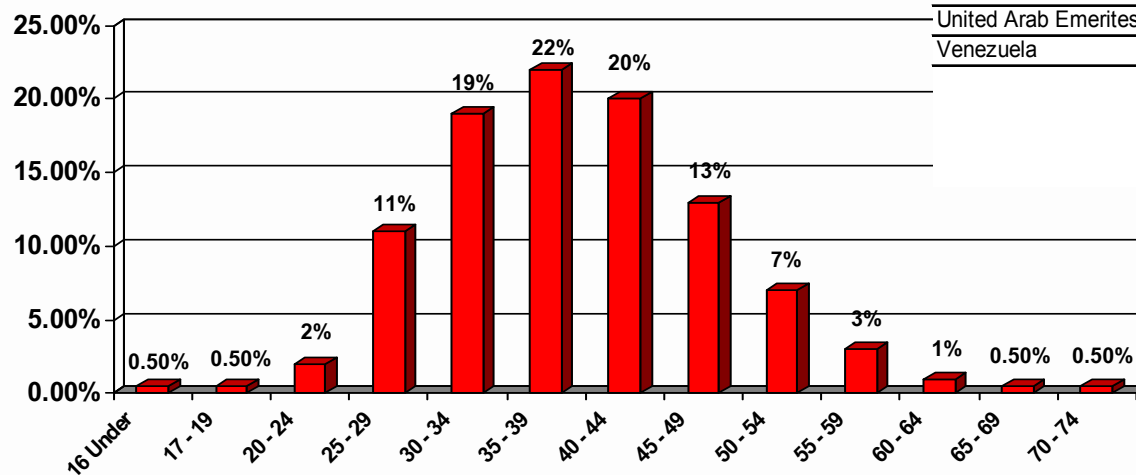


2010 Participant Demographics



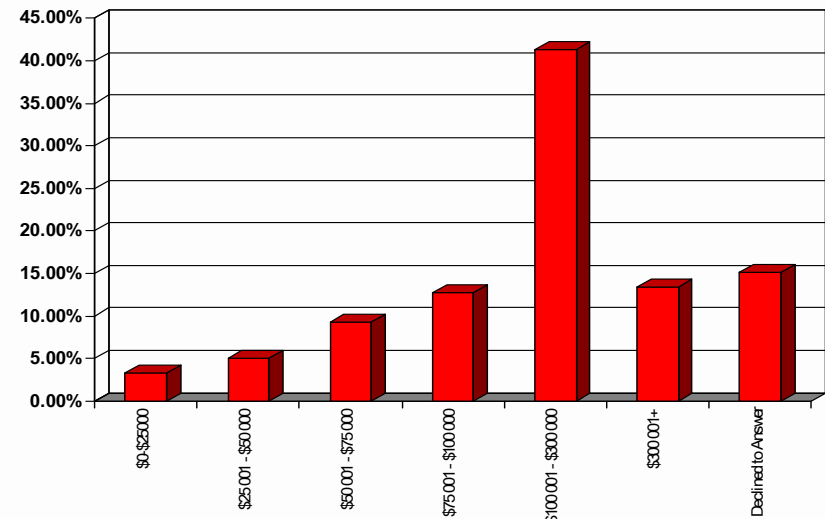
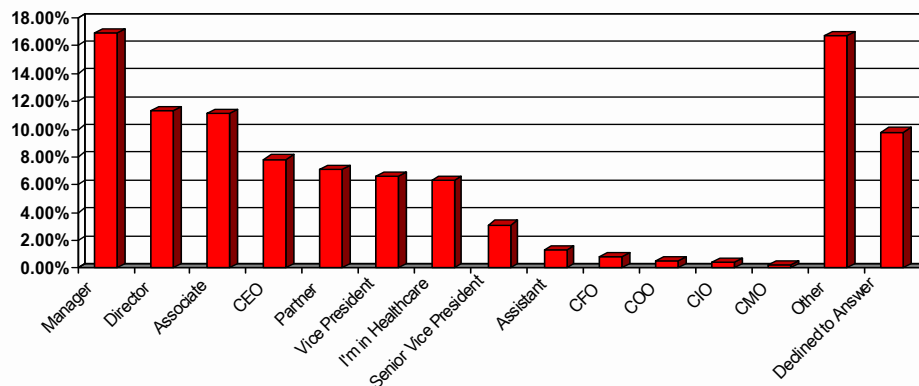
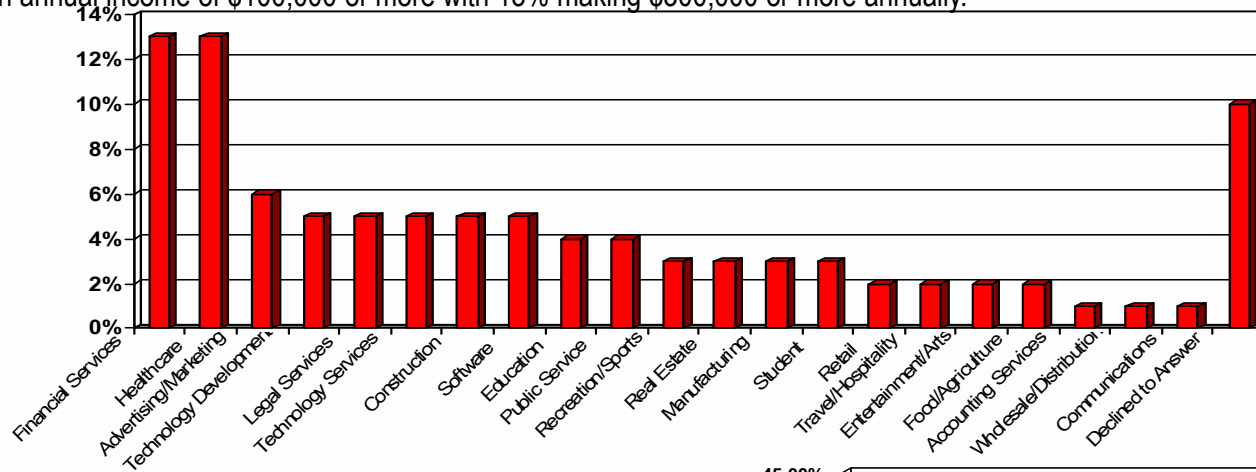
International	251
Canada	70
United Kingdom	56
Mexico	51
France	13
Hong Kong	11
Australia	8
Germany	8
Italy	6
Spain	6
Ireland	5
Japan	3
Equador	2
New Zealand	2
Singapore	2
Belgium	1
Bermuda	1
Brazil	1
Chili	1
Panama	1
Thailand	1
United Arab Emerites	1
Venezuela	1

United States		1594	
California	836	New Hampshire	7
New York	131	DC	6
Colorado	64	Arkansas	6
Texas	57	Utah	5
Illinois	51	Oklahoma	5
Florida	42	Kentucky	5
Virginia	34	Iowa	5
Washington	33	Vermont	3
Massachusetts	30	Rhode Island	3
North Carolina	25	Alaska	3
Arizona	25	South Dakota	2
New Jersey	21	New Mexico	2
Georgia	21	Montana	2
Minnesota	16	Louisiana	2
Connecticut	16	Indiana	2
Ohio	15	Hawaii	2
Nevada	15	Wyoming	1
Michigan	15	South Carolina	1
Pennsylvania	13	Mississippi	1
Wisconsin	12	Alabama	1
Oregon	11	North Dakota	1
Tennessee	9	Nebraska	1
Idaho	9	Delaware	1
Missouri	8	Maine	1
Maryland	8	West Virginia	1
Kansas	8		



2010 Participant Demographics

Participants work in a wide array of industry sectors with the largest percentages working in Financial Services and Healthcare. A majority of the participants are working professionals with 55% employed at the Manager level or higher and 26% employed at the Vice President level or higher. Ten percent are C-Suite level executives. Nearly 60% of all participants reported making an annual income of \$100,000 or more with 13% making \$300,000 or more annually.



Participant Selection

The Escape from Alcatraz Triathlon accepts a maximum of 2,000 participants with upwards of 8,000 requesting an entry slot. Participants earn their entry through the following ways:

- » Qualifying through the Escape to Alcatraz Triathlon Series
- » Random Lottery Drawing
- » By Invitation
- » Sponsor Guest

The Escape to Alcatraz Triathlon Series is comprised of several triathlons around the world. The top 40 men and women across age groups in the following events will qualify to compete in the 2011 Escape from Alcatraz Triathlon.

- » Le Triathlon de Gerardmer; Sept 5, 2010; Gerardmer, France
- » Westchester Triathlon; Sept 26, 2010; Rye, New York
- » San Diego Triathlon; March 12-13, 2011; San Diego, California
- » Gateway to the Bay Triathlon Festival; April, 2011; Kemah, Texas
- » Escape to Events in Italy and Australia are in development.



The random lottery opens December 1, 2010 and is available to anyone from around the world. Lottery winners are selected through a specific process that ensures a broad range of US and International competitors.

Professional, Elite, Celebrity, and special guests are personally invited to participate in the event. All who are invited consider it a great privilege and continue to participate year after year.

Complimentary entries are included in each sponsorship package. Sponsors have the opportunity to utilize their race slots for internal use, employee incentives, clients, or as giveaways for online or in-store traffic drivers.



Fitness Festival and Expo

The Escape from Alcatraz Triathlon features a two-day Fitness Festival and Expo adjacent to the finish line at Marina Green. Located at the heart of the event, the Fitness Festival and Expo creates a vibrant and social atmosphere for participants, friends, and family before, during, and after the race.

The Fitness Festival is free to the public and provides the perfect platform for sponsors and vendors to reach fitness- and health-conscious consumers in the San Francisco market and from around the world.

All sponsor packages include booth space within the expo. The expo offers sponsors and vendors the opportunity for on-site promotions including:

- » Product demonstrations, display and sampling
- » Experiential marketing
- » Sales
- » Sweepstakes and give-a-ways
- » Data collection
- » Information distribution

Special event elements located within the expo include:

- » Food court
- » Beer garden
- » VIP hospitality areas
- » Information booths and signage
- » Digital Results Zone
- » Awards stage
- » Athlete check-in and packet pick-up



Corporate Challenge Relay

The Corporate Challenge Relay is an important element of the Escape from Alcatraz Triathlon promoting teamwork, a healthy workforce, corporate health and maintaining a work/life balance. The Corporate Challenge Relay is an opportunity for workmates to participate in a social atmosphere outside of the workplace, while promoting a healthy, active lifestyle.

The Corporate Challenge Relay also provides an opportunity for positive competition among corporate teams, as well as a chance to network within the business community. The Corporate Challenge Relay aims to foster positive relationships among teammates and corporate opponents.

Corporate Teams compete for the "Keys to the Rock" Corporate Cup. The company or organization with the fastest combined times of their top two teams will win the Cup. This perpetual trophy resides for the following year at the winning team's offices. The winning team is invited back the following year to defend their title and retain all the bragging rights that go along with it.

All Corporations or Organizations must register at least two teams. All individual teams compete on behalf of their company or organization. Past Participating Organizations have included:

Accenture
Actelion Pharmaceuticals
Bally Technologies
Butler, Shine, Stern & Partners
Clear2Pay Americas
Data Domain
dunnhumby USA
EPI-USE America

Friedman, Fleischer, & Lowe
Genentech
IMG
Jay Wolter Thompson
Joyent, Inc
Management Recruiters
International
Northrop Grumman

Safeway, Inc
Salesforce.com
Smith Barney
Toyota
Walt Disney Studios
Whitenton Group

