

FOR IMMEDIATE RELEASE



IRONMAN ANNOUNCES ANTI-DOPING RULE VIOLATION BY ATHLETE

TAMPA, Fla. (May 4, 2016) -- Today, IRONMAN announced that Panamanian age-group athlete Carolina Dementiev tested positive for a prohibited substance and has received a two-year suspension for that anti-doping rule violation. Ms. Dementiev's suspension began January 31, 2016, the date on which her positive sample was collected at the IRONMAN® 70.3® Pan American Pro Championship.

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, Ms. Dementiev is ineligible to participate in any IRONMAN competition or events organized by any other WADA Code Signatory for a period of two years.

Ms. Dementiev's Adverse Analytical Finding was consistent with her reported use of the topical aerosol spray Neobol®, which is available over the counter in Panama and contains the prohibited substance clostebol. Her use of Neobol® was on the advice of a physician.

The review of this matter concluded that Ms. Dementiev's anti-doping rule violation was not intentional, thus, in accordance with the WADA Code and the IRONMAN Anti-Doping Rules, Ms. Dementiev's period of ineligibility is two years.

IRONMAN is contacting the manufacturers of Neobol® as well as the World Anti-Doping Agency (WADA), the Panamanian Olympic Association, WADA's Central America Regional Anti-Doping Agency, and the Panamanian Society of Dermatology to advise them that athletes using Neobol® risk violating anti-doping rules.

"Each case like Ms. Dementiev's reinforces the importance of athletes taking an active role in all facets of their IRONMAN participation and that they must take personal responsibility to ensure their compliance," said Kate Mittelstadt, the Director of the IRONMAN Anti-Doping Program. "Athletes should make sure that all of their physicians, trainers and coaches know that they are subject to anti-doping and use the resources of the anti-doping organizations every time questions arise regarding medications or treatments."

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

A Wanda Sports Holdings company, IRONMAN operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, Iron Girl®, IRONKIDS®, six of nine International Triathlon Union World Triathlon Series races, road cycling events including the UCI Velothon Majors Series, mountain bike races, premier marathons and other multisport races. IRONMAN's events, together with all other Wanda Sports Holdings events, provide more than 680,000 participants annually the benefits of endurance sports through the company's vast offerings. 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. Beginning as a single race, IRONMAN has grown to become a global sensation with more than 260 events across 42 countries. For more information, visit www.ironman.com.