

For immediate release

WTC Announces Anti-Doping Rule Violation

March 1, 2011 (Tampa, Fla.) -- Today, the World Triathlon Corporation (WTC) announced the imposition of an anti-doping sanction following the decision of an arbitrator from the American Arbitration Association/North American Court of Arbitration for Sport (AAA/CAS). The AAA decision follows a hearing requested by triathlete, Timothy Marr, after the implementation of the required provisional suspension by the WTC finding that Marr had committed an anti-doping rule violation and would be subject to a two-year period of ineligibility and the disqualification of competitive results.

Marr, of Honolulu, Hawaii, provided his sample at the 2010 Ironman 70.3 Vineman, which took place on July 18. The sample resulted in an adverse analytical finding for Amphetamine, which is in the class of stimulants prohibited in-competition on the World Anti-Doping Agency's Prohibited List and by the World Triathlon Corporation Anti-Doping Rules ("WTC Rules").

Marr exercised his right to a hearing to challenge the sanction required under the WTC Anti-Doping Rules given his claims that he had inadvertently consumed the prescription amphetamine, Adderall. The hearing was held before the AAA pursuant to the Association's Supplementary Procedures for the Arbitration of Anti-Doping Rule Violations to ensure an independent review and decision of the facts surrounding this case.

The AAA Award confirmed Marr's anti-doping rule violation while shortening his period of ineligibility from 24 months to a period running from August 13, 2010, the date the WTC imposed a provisional suspension, to the date of the Award, February 22, 2011. As a direct consequence, all of Marr's results and prizes from the 2010 Ironman 70.3 Vineman are forfeited. Based on the AAA decision, Marr has now regained his eligibility.

In the AAA Award the arbitrator concluded, "the circumstances regarding the consumption of the Adderall were extremely unusual and fall under the category of exceptional," and that the facts of the case "establish that Marr's negligence was not significant." Further the Arbitrator concluded that substance was "not taken with an intent to enhance sport performance." Based on these findings, the arbitrator reduced Marr's period of ineligibility while still finding that Marr was guilty of a doping violation under the WTC's Anti-Doping Policy.

"This case illustrates the consequences of athletes failing to take every precaution to avoid any situation that may result in the ingestion of a prohibited substance," said Kate Mittelstadt, director of anti-doping for WTC. "WTC will continue to work with athletes and race organizers to preserve the integrity of Ironman competition through anti-doping efforts and education."

To learn more about Ironman and Ironman 70.3, visit www.ironman.com. Media-related inquiries should be directed to Jessica Weidensall at Jessica@ironman.com or 813.868.5940.

To view the AAA arbitration decision please go to:

http://www.ironmanpromembership.com

As a private corporation conducting triathlon events under the IRONMAN® brand, the World Triathlon Corporation 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 WTC's responsibilities under the Code, and are in furtherance of the WTC's continuing efforts to eradicate doping in the sport of triathlon. As part of the new www.ironmanpromembership.com website, the 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.

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, Iron Girl and IronKids brands, which have a combined total of more than 160 events worldwide each year. Supported by partners including Ford, Timex, Foster Grant and PowerBar, 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.