



FOR IMMEDIATE RELEASE

**blueseventy SIGNS ON AS OFFICIAL WETSUIT AND SWIM CAP SPONSOR FOR
2015 AND 2016 ESCAPE FROM ALCATRAZ™ TRIATHLON**

SAN FRANCISCO, Calif. – (January 20, 2015) – IMG Worldwide, the global sports, fashion and media company, today announced a two-year deal with [blueseventy](#) to be the official wetsuit and swim cap sponsor of the 2015 and 2016 Escape from Alcatraz Triathlon. blueseventy, the industry leader in swim apparel and equipment, joins [Muscle Milk](#), [Cytomax](#) and [Babson College](#) as an official sponsor for this year's 35th annual race set to take place on Sunday, June 7.

“Since 1993, blueseventy has developed innovative wetsuits and swim gear, making them the perfect fit for the Escape from Alcatraz Triathlon and we are thrilled to have them on board,” said IMG Senior Vice President James Leitz. “From Pete Jacobs to Leanda Cave, blueseventy sponsors the world’s top triathletes, many of which compete in the Escape from Alcatraz Triathlon each year.”

blueseventy will provide swim caps for the 2,000 racers set to jump into the San Francisco Bay for this bucket list triathlon. Additionally, triathletes and their families will have the opportunity to check out the latest products from blueseventy at the Fitness Festival & Expo, on race weekend featuring vendors, product demonstrations, refreshments and more.

“Escape from Alcatraz is one of the most iconic triathlon events in our sport and we're pleased to support this event over the next two years,” said blueseventy Event Marketing Manager Tyler Clark. “From safety to speed, our ultimate goal is to better prepare athletes for the challenging swim conditions usually encountered with this course.”

Top triathletes from around the globe will take over the streets and waters of San Francisco for the 2015 Escape from Alcatraz Triathlon. Showcasing the beauty of San Francisco, triathletes will embark on a 1.5 mile swim from Alcatraz Island to the shoreline of Marina Green, an 18 mile hilly bike ride through the Presidio and an eight mile trail run out to Baker Beach and up the infamous Sand Ladder. Fans can experience the excitement at the Marina Green where they can see the swim start and end, the athlete transition area and finish line. For additional information, visit

www.escapefromalcatraztriathlon.com.



About blueseventy

Aptly named to suggest 70% of the earth is covered in water, blueseventy is the world leader in pool, triathlon, and open water tech suits, wetsuits, and swimskins. Since 1993, we design, test, refine and craft products using superior materials and revolutionary details that equate to comfort, freedom from restriction and ultimately a competitive advantage in the water. blueseventy products have instilled confidence in beginners as well as carried world-class athletes to countless Olympic and World victories.

About IMG

IMG is a global leader in sports, fashion and media operating in more than 30 countries around the world. IMG's businesses include Events & Media, College, Golf, Tennis, Performance and IMG Academy, Fashion, Models, Clients, Consulting, Licensing, Joint Ventures, and creative management agency Art + Commerce. In 2014, IMG was acquired by WME, the world's leading entertainment and media agency. Together, the companies offer an unparalleled client roster; world-class partnerships with sponsors, brands and broadcasters; and marquee assets across entertainment, events and fashion.

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