

PRESS RELEASE

SKINS extends its sponsorship of the Dextro Energy Triathlon ITU World Championship Series

April 2011 – For the third consecutive year, international compression brand SKINS will be an official partner of the Dextro Energy Triathlon ITU World Championship Series, the most prestigious global triathlon competition. SKINS will be known as the exclusive, worldwide official compression performance gear partner of the series under the agreement.

SKINS CEO, Jaimie Fuller said: “SKINS are dedicated to helping sportsmen and women achieve their natural best through innovative design. Triathlon is one of the toughest events, so what better sport to demonstrate the difference SKINS can make to improving strength, endurance and recovery?”

Fuller continued, “As a global brand with Australian roots, we are excited about extending our commitment to the Dextro Energy Triathlon ITU World Championship Series for the third year running. The 2011 Series will provide a great opportunity for us to showcase our highly successful TRI400 triathlon range, along with SKINS revolutionary RY400 recovery and C400 cycling compression wear”.

SKINS gradient compression is scientifically proven to increase your strength, power and endurance. By providing the right compression in the right places, SKINS accelerate blood flow – delivering more oxygen to your active muscles and re-circulating blood lactate, improving performance and reducing exercise induced muscle damage.

SKINS TRI400 suits are cut based on 400 key fitting points for comfort while swimming, cycling and running. They are the only high performance triathlon apparel to use in-motion measurement to define the correct levels of compression required while in motion.

“Every year the Dextro Energy Triathlon ITU World Championship Series grows in size and stature”, said Paul Coleman, Managing Director of the Dextro Energy Triathlon Series. “The ITU is delighted that SKINS is continuing its support as the worldwide official compression performance gear partner. It’s fantastic to work with a sportswear brand with a range of products that are integral to the lives of professional and amateur athletes”.

This is the largest international event that SKINS sponsors and the sponsorship will be backed up by an integrated marketing campaign including social media activity and media partnerships.

Steinhausen, CH, April 2011

About SKINS

In Australia in 1996 SKINS embarked on a massive challenge to create a sports garment that aided recovery and improved performance. SKINS invested heavily in research to make it happen and are now Australia's leading compression brand.

SKINS have achieved rapid growth in other markets including Japan, the USA and the UK and now have their sights set on Europe and other international markets. The company relocated its international headquarters from Australia to Steinhausen in Switzerland on 1st February 2009.

SKINS continues to make their number one focus research and development in order to improve, rigorously test and expand the range of products. The performance benefits of SKINS are supported by numerous independent studies published in peer reviewed medical journals. SKINS are the only compression garments recommended and endorsed by the Australian Physiotherapy Association.

For detailed information about SKINS products, check out: **skins.net**

About the Dextro Energy Triathlon ITU World Championship Series

The Dextro Energy Triathlon ITU World Championship Series is a global triathlon series at the highest level of the sport. It represents an innovative change by creating seven first-class World Championship events and a Grand Final rather than a one-day world championship event. The world's best triathletes compete head-to-head, featured on live international television from every event. The series also has an amateur component where weekend warriors can test themselves on the same circuit as the world's leading triathletes. In 2011 each event will feature a prize purse of \$150,000 USD with the Grand Final offering \$250,000 USD. An additional \$500,000 USD will be up for grabs in the year-end bonus pool. For more information, please visit: <http://wcs.triathlon.org>

For further information:

SKINS Press Contact:

Susan Hutchinson, Grayling

Tel: +44 (0) 20 7025 7500 Email: susan.hutchinson@grayling.com

SKINS Contact:

Kezia Everson, International Marketing Project Manager

Tel: +41 41 500 5533 Email: kezia.everson@skins.net

SKINS information for end users and retailers:

Christian Scheffold, Regional Manager Germany

Tel: +49 (0) 8151 65 6550 Email: christian.scheffold@skins.net

ITU Media Contact:

Paula Kim, Senior Manager of Communications

Tel: +1.604.904.9248 Email: paula.kim@triathlon.org

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