



IRONMAN ANNOUNCES ANTI-DOPING RULE VIOLATION BY ATHLETE

TAMPA, Fla. (January 17, 2015) -- Today, IRONMAN announced that Brazilian age-group athlete Silvia Helena Fusco tested positive for a prohibited substance (Erythropoietin - EPO) and has accepted a two-year suspension. Her suspension began October 10, 2014, the date her positive sample was collected.

Ms. Fusco admitted to her use of EPO as a means to combat injury. As a result of this sanction, and in accordance with the IRONMAN Anti-Doping Rules and WADA Code, Fusco is ineligible to participate in any IRONMAN competition or events organized by any WADA Code Signatory.

Fusco's test was part of the extensive in- and out-of-competition testing program conducted by IRONMAN on athletes that qualified for the 2014 IRONMAN World Championship. This program included targeted blood and urine testing of both IRONMAN professional and age-group athletes.

"Ms. Fusco's Athlete Biological Passport (ABP) profile led to targeted follow-up testing prior to the IRONMAN World Championship which resulted in this positive for EPO," explained Kate Mittelstadt, Director of Anti-Doping for IRONMAN.

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 under the IRONMAN® brand, World Triathlon Corporation (WTC) 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 WTC 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

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. Recognized for excellence through distinguished events, world-class athletes and quality products, IRONMAN has grown from a single race to a global sensation with more than 190 events across five unique brands: IRONMAN®, IRONMAN® 70.3®, 5150™ Triathlon Series, Iron Girl® and IRONKIDS®. For more information, visit www.ironman.com.