

FOR IMMEDIATE RELEASE



IRONMAN ANNOUNCES ANTI-DOPING RULE VIOLATION BY ATHLETE

TAMPA, Fla. (September 28, 2016) -- Today, the IRONMAN® Anti-Doping Program announced that American age-group athlete Jason Smith tested positive for a prohibited substance and has accepted a four-year suspension for that anti-doping rule violation. Mr. Smith's sanction began on May 14, 2016, the date on which his positive sample was collected at the IRONMAN® North American Championship Texas.

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, Mr. Smith is ineligible to participate in any IRONMAN-affiliated competition or any events organized by any other WADA Code Signatory for a period of four years. All of Mr. Smith's results beginning May 14, 2016 are disqualified and he was declared ineligible to compete at the 2016 IRONMAN® World Championship.

Smith's sample tested positive for the presence of an exogenous testosterone and/or its metabolites, which was confirmed by Isotope Ratio Mass Spectrometry (IRMS) analysis. The use of any exogenous anabolic agent, including testosterone, is prohibited at all times under IRONMAN Anti-Doping Rules consistent with the WADA Code and the World Anti-Doping Agency Prohibited List. Mr. Smith did not qualify for a Therapeutic Use Exemption (TUE).

"This is an important case for all our age-group athletes to be aware of as testing is increasing, especially among those who qualify for IRONMAN's world championship events," said Kate Mittelstadt, Director of the IRONMAN Anti-Doping Program. "Athletes need to understand their responsibility to ensure that all of their physicians, trainers and coaches know that the athletes are subject to testing and should use the resources of the anti-doping organizations every time questions arise regarding medications or treatments, particularly around the recommendation or prescription of prohibited substances."

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 protect and promote clean sport and the integrity of IRONMAN racing. 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. Anti-Doping is key component of IRONMAN's IAMTrue™ outreach initiative focused on ensuring that athletes know and understand their rights and responsibilities and the IRONMAN Competition Rules.

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.