



The Triathlon Market

Active Marketing Group helps you go to the extreme with triathletes.

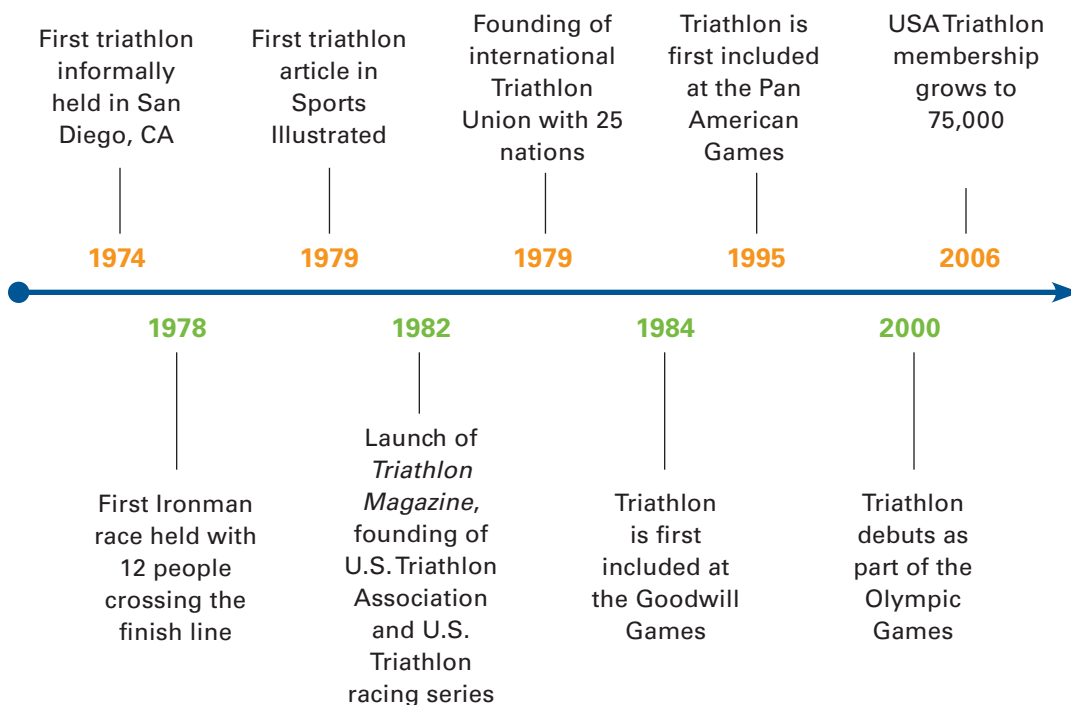
This document has been designed to provide you with:

- Background information on the industry
- An understanding of why these consumers are important
- Promotional vehicles that can help you reach them

This year over \$20 million will be spent by triathletes on event registrations. With dedicated participants competing in an average of five events per year and average registration fees close to \$100 per event, these athletes are making significant investments in the sport.

There are few events more grueling than a triathlon. Across the board, triathletes are competitive, successful and hard-driving consumers that often serve as role models in their communities. What was started by a group of San Diego runners in 1974 as a diversionary training exercise for marathon runners has developed into an established Olympic sport with over 90 national governing bodies. Recreational athletes have begun to join the excitement as well, now that more events are offered at the Sprint and Olympic distances.

For advertisers, this market of triathletes offers an opportunity to reinforce brand positioning with high performance athletes and events. From hybrid cars to health foods, innovative programs have been developed that weave products into the heart of this sport and successfully connect with its influential audience. Given the recent exponential growth in participation, there is no doubt the excitement will continue to build.





Triathlon Facts and Figures

Triathlon made its Olympic debut in the Sydney 2000 games.

Why Triathletes are Attractive to Marketers

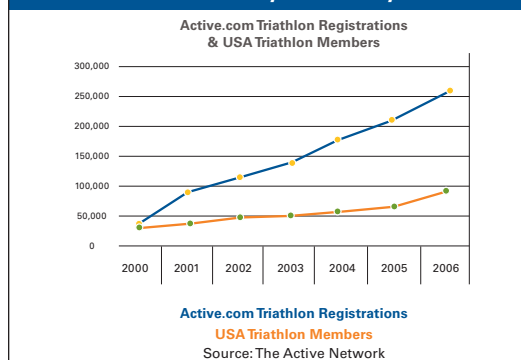
As success-oriented individuals, triathletes generally work harder and longer than athletes of many other sports. This competitive spirit extends to their work and home lives with average household incomes exceeding \$60,000 and 28% earning more than \$100K.

Nearly all triathletes travel to compete in events, with an average of \$5,000 spent on triathlon related travel per year. Gear is also important with 35% spending approximately \$2,000 on their running, cycling and swimming equipment.

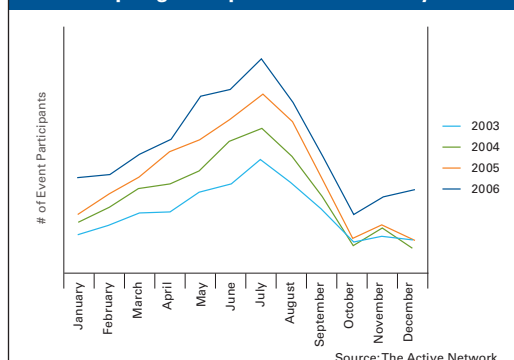
Spectators are beginning to catch the excitement. 24.3 million households tuned into the Olympic Triathlon in 2004 and Ironman events televised each year across NBC, ESPN and the Outdoor Life Network.

Over 500,000 people now participate in multi-sport events each year.

Triathlon event on-line registrations have increased dramatically since the year 2000.



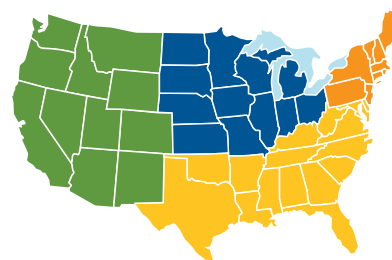
The greatest number of triathlons take place in Spring with peak season in July.




USA Triathlon Membership by State

California	7,752
Texas	6,284
Florida	6,257
New York	3,051
Illinois	2,724
Colorado	2,249
North Carolina	2,241
Virginia	2,172
Massachusetts	2,081

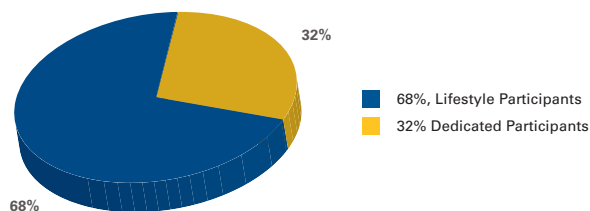
Distribution of Frequent Triathletes by Region



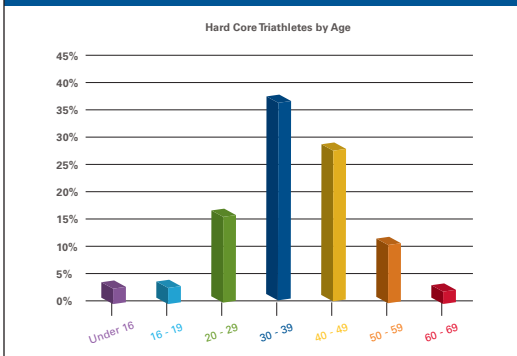
Triathlon Facts and Figures

 **USA Triathlon**
 female membership
 has increased from
 11% in the early
 90's to 29% in 2005.
 According to the
Wall Street Journal,
 triathlons attract
 "goal-driven,
 success-minded
 people who find this
 style of racing
 an extension of
 their lifestyle."

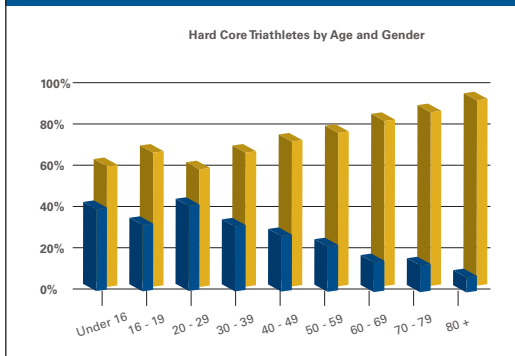
There are over 80,000 dedicated triathletes and over 170,000 lifestyle participants.



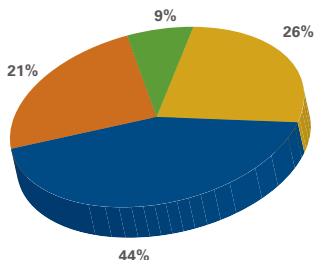
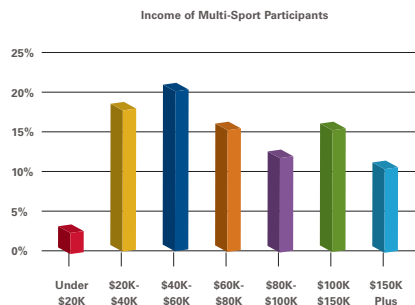
Nearly 70% of dedicated triathletes are between the ages of 30 to 49.



The percentage of male triathlete participants versus female increases with age.



41% of triathletes have household incomes above \$80,000 per year.



Favored Triathlon Distance by Multi-sport Participants

- 44%, Olympic
- 26% Sprint
- 21% 70.3 Ironman
- 9% Full Ironman

Sprint Distance
1km swim, 25 km bike ride, 5k run

Olympic Distance
1.5 km swim, 40km bike ride, 10km run

70.3 Ironman
1.2 mile swim, 56 mile bike ride, 13.1 mile run

Ironman
2.4 mile swim, 112 mile bike ride, 26.2 mile run

Lifestyle Participants
Primarily compete in Olympic and Sprint Distances.

Dedicated Participants
Primarily compete in half and full Ironmans and participate in 5 events per year on average.

Spectators
Due to the exciting nature of the sport, triathlon attracts significant TV audiences. Ironman races are featured on NBC, ESPN and the Outdoor Life Network.



Connecting with Triathletes

Active Marketing Group provides Insight and Access to Active Lifestyle Consumers

Our Success Stories

Over the years we've activated marketing programs that reach triathletes on behalf of leading brands, including:



Strategic Industry Partners



The Active Network Consumer Sites



Active Marketing Group is the only marketing and promotions agency that reaches and interacts with thousands of triathletes on a daily basis. We know how they train, where and when they compete; we can reach them before their event, at their event and after their event. As part of The Active Network, Active Marketing Group has direct access to over 1,000 triathlon event directors and 500,000 multi-sport participants that can be activated through online, offline, peer-to-peer and direct marketing programs. With national reach and years of experience developing programs that engage at the local level, we help put brands front and center with this committed community of athletes.

Reaching Triathletes Online

The Active Network includes leading online destinations for recreational and competitive endurance athletes. Through advertising, custom sponsorships and destination mini-sites, brands can connect with consumers as they are researching new training plans or preparing for the big race.

Active Network Advertising Opportunities

- Standard IAB Units including Rich Media
- Custom Sponsored Sections
- Newsletter Communications
- Promotional Emails
- Mobile Messaging Sponsorships
- Annual Editorial Features
- Course Profiles/Videos
- Ironman Special Coverage

Active Network Sites that Reach Endurance Athletes

- 35 million monthly page views
- 2.8 million monthly unique visitors
- 7.1 million registered users
- 4 million opt-in email addresses
- 100,000+ events in database
- 2.8 million event registrations
- 5,000+ cities with event locations
- 16.2 minutes average user session
- \$47.75 average online transaction

Reaching Triathletes Offline

From turnkey event marketing to sampling that supports a new product launch, our relationships with thousands of events across the country make it possible to develop integrated programs that have a fresh, measurable impact.

Sampling & Promotions

- Over 1,000 Triathlon Event Partners
- Capacity to Distribute over 1 Million Samples targeting endurance athletes
- Targeted by Geography, Gender or Race/Event

Event & Sponsorship Activation

- Sponsorship Negotiation
- Staffing & Turnkey Event Management
- National Promotional/Activation Platforms

Grassroots & Peer-to-Peer Marketing

- Sponsored Athlete Teams
- Sports Specialty/Retail Programs
- Club Seminars/Promotions

Research & Consulting Services

- Online Research Studies
- Focus Group Recruiting
- Product Testing



Active Marketing Group was named by Promo magazine as one of the leading promotions agencies in 2004, 2005 and 2006.