



all3sports.com Signs 70.3 Ironman World Champion Mirinda Carfrae and 5-time Ironman Champion, Heather Gollnick

(Atlanta, Georgia) March 18, 2010 - As one of the leading triathlon and bicycle retailers in the U.S. that supports athletes, all3sports.com is proud to announce that it has added Mirinda Carfrae and Heather Gollnick to its family of world-class professional triathletes.

"I am thrilled to be working with a company that supports their athletes and customers to race at their best," said Carfrae. "all3sports.com offers the widest array of products and is my 'one-stop' triathlon shop, with great people and incredible service."

A native of Queensland, Australia, Carfrae has dominated the Ironman 70.3 series for the past 2 years, posting 9 wins including the 2007 Clearwater Ironman 70.3 World Championship. Carfrae's debut at the 2009 Ironman World Championship proved that she has what it takes to win the Ironman World Championships in coming years. In only her first attempt at the full Ironman distance, Carfrae finished second overall and ran a marathon course record of 2:56:51.

"all3sports.com truly appreciates the technical needs of triathletes, and they work hard to provide every advantage possible when it comes to product knowledge and competitive prices," said Heather Gollnick. "If you have a passion for triathlon and desire a relationship with a first class organization that can fully support your triathlon dreams, look no further than all3sports.com. Their motto, "Dream Big – Dream Fast" is one I can fully identify with."

Alongside her 5 Ironman victories, Gollnick also has two Ironman 70.3 titles on her triathlon resume. A seasoned multi-tasker and ex-gymnast, Gollnick's repertoire also includes managing a successful coaching company, directing the marketing for the flourishing Rev3 Triathlon Race Series and finding time to chase after her three active children.

"Mirinda and Heather are two remarkable women who embody the friendly yet competitive spirit of all3sports.com," said Morgan Clark, President of all3sports.com. "They shine in their pursuit of excellence on and off the course and we're proud to be able to support them."

Carfrae and Gollnick join 2-time Ironman World Champion Craig Alexander, and first year triathlon pros Mary Miller and Eric Bell as part of the all3sports.com growing family.

About all3sports.com

Based in Atlanta, Georgia, all3sports.com is one of the leading triathlon and bicycle retailers in the U.S. The all3sports.com vision is to provide unparalleled service and product expertise that evolves with each customer and grows with their ever changing athletic needs. Be it a 5k run, a bike race or a triathlon, all3sports.com is there to support every stroke, pedal and step of the way. Steady and focused, all3sports.com strives to be the ultimate source for triathlon gear while promoting a healthy lifestyle and helping customers achieve their goals.



Press Inquiries:
Elisette Carlson
Smack! Media
elisette@smackmedia.com
858-735-2711

###
