



**FOR IMMEDIATE RELEASE:**

### **all3sports.com Welcomes Craig Alexander to the Family**

(Atlanta, Georgia) March 4, 2010 -- all3sports.com, one of the country's premier triathlon and bicycle retailers, is pleased to announce a partnership with two-time Ironman World Champion, Craig Alexander. Under new ownership, all3sports.com has refreshed their strategies, one of which is to support world-class athletes.

In late 2008, the ownership of all3sports.com changed hands and Morgan Clark became the new President. A triathlete herself, Clark understands that triathlon is a sport which requires a healthy investment in gear and she prides herself on educating customers about product needs to best suit their athletic goals and budget.

Alexander and Clark first met at a retail summit in August of 2009 where Alexander was a presenter. Clark went away impressed by how grounded and family-oriented Alexander was, despite his success as an athlete. "Crowie is a phenomenal athlete and a very approachable and outgoing person," said Morgan. "It's great to be involved in a sport where the World Champion is enthusiastic about educating athletes with regard to his training tips and personal experiences. We're honored to support him and welcome him to the all3sports.com family."

"The new team at all3sports.com has warmly welcomed me and their commitment to the sport is admirable. Morgan and her team demonstrate their passion and support for the sport in their involvement across many levels, from social media to event partnerships," said Alexander.

Under the new ownership, all3sports.com has fine-tuned marketing objectives and philosophies. While the priority is to offer the best products in the sport alongside superior customer service, supporting athletes in pursuit of their dreams is also part of the game plan.

#### **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.

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