



all3sports.com partners with Life Time Fitness Triathlon Series and Endurance Clubs as the Official Online Triathlon Retailer

(Atlanta, Georgia) May 5, 2010 – all3sports.com, a leading triathlon and bicycle retailer in the U.S., today announced a partnership to be the official online triathlon retailer for the Kaiser Permanente Los Angeles Triathlon and the Toyota U.S. Open Triathlon in Dallas, two of the six most prominent international distance races in the U.S., known as the Life Time Fitness Triathlon Series. As part of this partnership, Atlanta based all3sports.com will offer all event participants and club members incentives and triathlon education.

“From the local ‘Triathlon 101’ clinics to the national benefits provided to our members and event participants, we are excited to be associated with all3sports.com as our official online triathlon retailer,” said Tom Link, Senior Director of Life Time Fitness. “Many of our athletes are new to triathlon and all3sports.com will provide strong support to this group.”

Morgan Clark, President of all3sports.com comments, “We’re proud to help motivate and inspire others to race their first triathlon or achieve a PR on their next. We’ve always had a wonderful relationship with the Life Time Fitness clubs here in Atlanta, and we’re happy to be able to grow that to a national scope.”

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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