

FOR IMMEDIATE RELEASE



CHATTANOOGA TO BECOME 26TH RACE IN IRONMAN 70.3 U.S. SERIES

*Sunbelt Bakery Named Title Sponsor; General registration opens November 18, 2014;
Inaugural race to take place on May 17, 2015*

TAMPA, Fla. (November 5, 2014) – IRONMAN announced today that Chattanooga has been selected to host the 26th race in the IRONMAN® 70.3® U.S. Series with Sunbelt Bakery as the title sponsor. The inaugural Sunbelt Bakery IRONMAN 70.3 Chattanooga triathlon will take place on Sunday, May 17, 2015.

“After the phenomenal success of Little Debbie IRONMAN® Chattanooga, we are extremely excited to add an IRONMAN 70.3 race, providing another opportunity for athletes to race and take in the beauty of this area,” said Andrew Messick, Chief Executive Officer of IRONMAN. “Chattanooga proved to be an incredible host this past September and we look forward to expanding our relationship with this great community.”

Sunbelt Bakery IRONMAN 70.3 Chattanooga will lead athletes through a 1.2-mile swim, 56-mile bike and 13.1-mile run on nearly the same course as IRONMAN Chattanooga. The IRONMAN 70.3 Chattanooga race will start with a point-to-point 1.2-mile swim down the Tennessee River. Athletes will exit the water and transition at Ross’s Landing Park before starting a one-loop 56-mile bike course that will travel through north Georgia and historic Chickamauga. The course will feature incredible mountain views as it parallels Lookout Mountain. Athletes will then begin the double-loop 13.1-mile run through the “Scenic City.” After running through downtown Chattanooga, The Tennessee Riverwalk, Veterans Bridge, North Shore, Walnut Street Bridge and the beautiful Riverfront Parkway, athletes will come to a triumphant finish at Ross’s Landing.

“It’s truly an honor to be chosen to host an additional IRONMAN event. According to IRONMAN, we are one of only 10 cities globally that host both an IRONMAN and an IRONMAN 70.3 triathlon. That’s phenomenal. Including participants, families and spectators, we’re expecting more than 6,000 people and an estimated economic impact of \$3-4 million annually,” said Bob Doak, President & CEO of the Chattanooga Area Convention & Visitors Bureau.

“McKee Foods is so happy to have the opportunity to lend the Sunbelt Bakery brand to the sponsorship of this next chapter in Chattanooga’s IRONMAN story,” said Chris McKee, executive vice president for McKee Foods. “We saw such incredible support from the people and businesses of Chattanooga and North Georgia, the athletes from all over the U.S. and the world and, of course, from our coworkers and others who helped make September’s Little Debbie IRONMAN Chattanooga race a huge success. Bringing our community the Sunbelt Bakery IRONMAN 70.3 Chattanooga was an easy decision to make, and we’re proud to be a part of it. Sunbelt Bakery granola bars and granola cereals are locally made in Collegedale, Tennessee. They are made with whole grains and no preservatives, and are great sources of energy for the endurance athlete and everyone else.”

Sunbelt Bakery IRONMAN 70.3 Chattanooga will offer 30 age group slots to the 2015 IRONMAN 70.3 World Championship taking place on August 30, 2015 in Zell am See-Kaprun, SalzburgerLand, Austria.

General registration for Sunbelt Bakery IRONMAN 70.3 Chattanooga will open Tuesday, November 18, 2014 at 12:00 pm ET at www.ironman.com/chattanooga70.3. For more information on the IRONMAN brand and global event series, visit www.ironman.com. Athlete inquiries may be directed to chattanooga70.3@ironman.com. Media may contact press@ironman.com.

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About IRONMAN

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. Recognized for excellence through distinguished events, world-class athletes and quality products, IRONMAN has grown from a single race to a global sensation with more than 190 events across five unique brands: IRONMAN®, IRONMAN 70.3®, 5150™ Triathlon Series, Iron Girl® and IRONKIDS®. For more information, visit www.ironman.com.

About The Chattanooga Sports Committee

The Chattanooga Sports Committee (CSC) is a non-profit organization defining the Chattanooga region as a premier sports destination by creating new sporting events, capturing new sports business and cultivating the growth of sustainable annual sports activity. For more information, call 1-855-345-0127 or visit www.chattanoogasports.com.

About Sunbelt® Bakery

McKee Foods, a family-owned company based in Collegedale, Tenn., introduced the Sunbelt Bakery brand in 1982. The Sunbelt Bakery brand includes cereal and snack products, including chewy granola bars, fruit and grain cereal bars, and cereals. To learn more about Sunbelt Bakery snacks and cereals, visit <http://www.sunbeltbakery.com>.