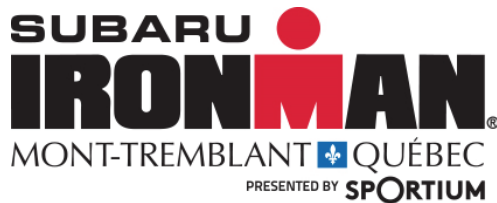


FOR IMMEDIATE RELEASE



SPORTIUM NAMED OFFICIAL SPORTING GOODS RETAILER OF THREE IRONMAN EVENTS IN MONT-TREMBLANT THROUGH 2018

Also named presenting sponsor for Subaru IRONMAN Mont-Tremblant, Subaru IRONMAN 70.3 Mont Tremblant and Subaru 5150 Mont Tremblant

CARLSBAD, Calif./TAMPA, Fla. (January 28, 2016) – IRONMAN and Sportium Canada, a brand new sports and equipment store in Quebec, are proud to announce that Sportium Canada will be the Official Sporting Goods Retailer of three IRONMAN events in Mont-Tremblant through 2018. In addition, Sportium will also become the new presenting sponsor for the Subaru IRONMAN® Mont-Tremblant, Subaru IRONMAN® 70.3® Mont-Tremblant and Subaru 5150 Mont-Tremblant triathlons.

"IRONMAN and Sportium share a common vision for sports performance and excellence," said Jeff Edwards, Vice President of North American Operations for IRONMAN. "We look forward to working together for the continuing growth of triathlon in Quebec."

Sportium was launched in November 2015 with the opening of their first two stores and has become the largest sports store in Quebec.

Through their partnership with IRONMAN, Sportium aims to put its expertise about clothing, footwear, and triathlon equipment at the forefront of the sport triathlon. The store will also be a distributor in Quebec for select IRONMAN Mont-Tremblant event products for the length of the collaboration, allowing runners, swimmers, and cyclists the opportunity to not only get equipped at Sportium, but also to benefit from IRONMAN products.

Sportium's goal is to offer a wider selection and more brand-name sports products to help athletes step up their game. Sports-lovers, from beginners to seasoned athletes, find their fit, whether it be for equipment, clothing, or specialized footwear. Sportium stands out thanks to a strong identity and solid partnerships, most notably with renowned athletes in the sports world in Quebec, such as Carey Price: NHL's best player of 2015.

For more information about Sportium and its products, visit www.sportium.ca and follow the brand on Facebook, Instagram, Twitter, Pinterest and YouTube.

For more information on the IRONMAN brand and global event series, visit www.ironman.com. Media may contact press@ironman.com.

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About Sportium

Sportium is a new concept launched by *SAIL Outdoors Inc.* offering sportswear and sports equipment. Sportium offers the largest selection of sports footwear and clothing from the best brand names, including sportswear lines and everything for yoga, training, running, racket sports, hockey, and other team sports. The two Sportium stores are located in Quebec, with one on Montreal's South Shore and another in Québec City.

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 250 events and five unique brands: IRONMAN®, IRONMAN® 70.3®, 5150™ Triathlon Series, Iron Girl® and IRONKIDS®. For more information, visit www.ironman.com.

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