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PRESS RELEASE

Suunto official timing and data partner of Dextro Energy Triathlon - ITU World Championship Series

As the leading designer of high-end sports instruments, Suunto has been chosen by triathlon's governing body, the International Triathlon Union (ITU), as the official timing and data partner of Dextro Energy Triathlon – ITU World Championship Series.

The upcoming Madrid race is one of the eight events held in some of the world's most renowned cities, which began in South Korea on 2nd May and ends with the Grand Final in Australia on September 13th. The aim of this new triathlon concept is to offer something for every type of triathlete – from the novice to the elite.



“We are happy to continue our cooperation in triathlon, following the successful debut at the 2008 ITU Triathlon World Championships,” says Suunto President Juha Pinomaa. “Triathlon is becoming more and more popular, and we are excited to be able to provide more action to triathlon fans with live heart rate, speed and distance data,” Pinomaa adds.

“The combination of race details, offered in a viewer-friendly way, helps the audience to better understand the sport overall and especially the development of a particular race,” explains Pinomaa.

“Triathletes generally have large-volume training programs across different sporting disciplines and have high expectations of their gear,” continues Markus Rampf, Sports Marketing Manager at Suunto. “Suunto’s versatile heart rate monitors and PODs meet these demands with interference-free data transmission, speed and distance measurement for all sports, in-depth software analysis and award-winning designs. This enables athletes to Train Smarter,” Rampf concludes.

Suunto heart rate monitors have been the choice of the best triathlete in the world over the last years, like Jan Frodeno, Olympic Champion 2008, Javier Gomez World Champion 2008, Daniel Unger World Champion 2007, Emma Snowsill Olympic Champion 2008, Helen Tucker (former Jenkins) World Champion 2008, Kate Allen – Olympic Champion 2004 and Matt Reed – USA Triathlon’s 2008 Elite Male Athlete of the Year Award, multi-time USA National Champion.

About Suunto:

Suunto is a leading designer and manufacturer of sports precision instruments for training, diving and outdoor sports. Prized for their design, accuracy and dependability, Suunto sports instruments combine the aesthetics and functionality of watches with sport-specific computers. Headquartered in Vantaa, Finland, Suunto employs more than 500 people worldwide and distributes its products to over 100 countries. www.suunto.com

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