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Costa Rica to Host IRONMAN 70.3 Triathlon on June 18, 2017

General Registration opens June 23 at 9:30 a.m. CST

SAN JOSE, Costa Rica – June 17, 2016 – IRONMAN announced yesterday the addition of a new licensed race in Central America with IRONMAN® 70.3® Costa Rica. The inaugural event will take place on Sunday, June 18, 2017, in Playa del Coco, Guanacaste, located on the Pacific Coast.



"With its beautiful natural landscape and indigenous flora and fauna, Costa Rica is the ideal place to host an IRONMAN 70.3," said Wilber Anderson, chief executive officer of Miami Tri Events, Colombia Tri Events and licensee of this new race. "We are confident that this event will become a classic as participants cross the finish line in a stunning location that will let them know their effort was worthwhile."

The IRONMAN 70.3 Costa Rica begins with a 1.2 mile one-loop swim in the calm, crystal clear waters of the Gulf of Papagayo. The 56 mile two-loop bike course will take athletes through the region's lush vegetation, with sightings of monkeys, while being cheered by spectators through the towns of Sardinal and San Blas. The 13.1 mile run course takes place between palm trees

with an ocean view and brings athletes to the finish line in breathtaking Playa del Coco, Guanacaste.

"It is a great honor to welcome athletes and their families from around the world to our country," said Mauricio Ventura, minister of tourism of Costa Rica. "This is an opportunity for everyone to come together and enjoy the race with thousands of supporting spectators."

"Costa Rica's lavish rainforests, beautiful beaches on the Pacific Ocean and endless biodiversity make it the perfect destination to race," expressed Edwin Vargas, vice president of Colombia Tri Events. "Athletes will arrive to a country that values ecotourism with such energy they will feel the appreciation for nature, local society and culture immediately."

IRONMAN 70.3 Costa Rica is one of over 90 events in the global IRONMAN 70.3 series. The event will award a \$15,000 professional prize purse and 35 age-group qualifying slots for the 2017 IRONMAN 70.3 World Championship, which will take place in Chattanooga, Tennessee.

General registration for IRONMAN 70.3 Costa Rica will be available at 9:30 a.m. CST on Thursday, June 23, 2016 at www.ironman.com/costarica70.3. Athlete inquiries may be directed to costarica70.3@ironman.com. For more information on the IRONMAN brand and global event series, visit www.ironman.com.

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About Costa Rica

Costa Rica is located in Central America between Nicaragua to the north and Panama to the south; it is bordered on the east by the Caribbean Sea and the west by the Pacific Ocean. With an abundance of unique wildlife, landscapes and climates this small country proudly shelters approximately five percent of the known biodiversity in the world. In order to protect and preserve its wealth of natural resources, Costa Rica has become a global leader in sustainable practices with protected areas comprising 26 percent of its land mass. With a peaceful spirit, emphasis on education and an economy based on tourism, technology and exportation, Costa Rica offers one of the highest standards of living in Latin America. Visitors to Costa Rica enjoy a highly organized tourism infrastructure among a tropical paradise of lush rainforests, mystical volcanoes and cloud forests and beaches that meet mountains filled with monkeys and macaws. Offering a broad terrain of activities and accommodations, visitors to Costa Rica will find a range of hotel options ranging from small beachside bed & breakfasts to authentic intimate boutique mountain lodges to major international business hotel brands and everything in between. Costa Rica's accommodations offer something appealing for everyone's desires. The phrase "Pura Vida" can be heard echoing throughout Costa Rica from coast to coast. Used as a greeting or expression of happiness, the phrase literally translates to "pure life," however its true meaning is "full of life," which accurately describes the adventure and wonder that await visitors.

About Instituto Costarricense de Turismo (ICT)

Established in 1955, the Costa Rica Tourism Board spearheads the vital task of regulating and promoting Costa Rica's extensive of tourism offerings. The ICT and its partners in the private sector work tirelessly to garner recognition, standardize practices, provide insightful research data and foster cultural development for the country's coast to coast one-of-a-kind tourism products and resources.

About IRONMAN

A Wanda Sports Holdings company, IRONMAN operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, Iron Girl®,

IRONKIDS®, six of nine International Triathlon Union World Triathlon Series races, road cycling events including the UCI Velothon Majors Series, mountain bike races, premier marathons and other multisport races. IRONMAN's events, together with all other Wanda Sports Holdings events, provide more than 680,000 participants annually the benefits of endurance sports through the company's vast offerings. 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. Beginning as a single race, IRONMAN has grown to become a global sensation with more than 260 events across 42 countries. For more information, visit www.ironman.com.