



FOR IMMEDIATE RELEASE

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BLU SLEEP PRODUCTS JOINS T3 RECOVERY PRODUCTS LICENSING GROUP

Seattle, Washington; July 27, 2010 – Blue Sleep Products, a Montreal-based manufacturer of pillows and toppers recently signed an exclusive licensing agreement with T3 Recovery Products to produce and market T3’s new line of Ironman pillows and toppers (to be debuted at Las Vegas World Market, Space B-901).

“We at T3 are very excited to welcome Blue Sleep Products to the T3 Recovery Products group of licensees. Combining the expertise of Blu Sleep Products with the worldwide recognition of T3 Recovery Products and Ironman brings complimentary technology and marketing together to offer T3 Recovery Products to Blu’s retailers,” says Joe Carman, Director of Operations of T3 Recovery Products.

Alex Ciccolella, President of Blu Sleep Products, is also looking forward to joining efforts with T3 Recovery Products to offer the Ironman pillows and toppers. “Blu Sleep Products is very excited about combining efforts with T3 offering our retailers the combined strength of T3 Recovery Products Technology and the power of the Ironman brand. Not only will the T3/Ironman Brand help grow the business of our current retailers but it also opens new distribution channels for Blu Sleep Products,” says Ciccolella.

ABOUT BLU PRODUCTS

Blu Sleep Products is based in Montreal, Canada and is the region’s premier

manufacturer of pillows and toppers. Blu Sleep Products is one of the few companies in North America specializing and focusing on high technology and innovative pillow production. Blu has a mission to develop specific pillows for specific needs and expectations. For more information on Blu Sleep Products, visit <http://www.blusleepproducts.com>.

ABOUT IRONMAN

World Triathlon Corporation, owners and organizers of Ironman, is a Florida-based company recognized for athletic excellence, performance and quality products. With the addition of the Ironman 70.3 Series, Ironman now has more than 60 qualifying events worldwide. Supported by leading corporate partners, Ironman is the foremost sports brand in the world. Ironman has been a respected name in triathlon since its inception 32 years ago and is regarded as the world's most challenging endurance event.

ABOUT T3 RECOVERY PRODUCTS

Seattle, WA based T3 Recovery Products is a worldwide company committed to designing quality products, such as mattresses, pillows, toppers and blankets that provide better sleep and faster recovery from life's human race. Through hard work and cutting-edge technology, T3 earned the worldwide rights to design and sublicense **The Official Sleep Products of Ironman©**. T3, T3 Recovery Products, Complete the Cycle, T3 Recovery Mattress, The Mattress for the Human Race, Recovery for the Human Race and Bedding for the Human Race are trademarks of T3 Recovery Products LLC. The Ironman logo is a trademark of the World Triathlon Corporation.

To learn more about T3 Recovery Products, please visit <http://www.t3recovery.com>.
For more information on Ironman, visit the official Web site at <http://www.ironman.com>.