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REIGNING TWO-TIME FORD IRONMAN® WORLD CHAMPION CRAIG ALEXANDER TO ADDRESS EXECUTIVES AT AUSTRALIAN BASED MATTRESS RETAILER FORTY WINKS

Melbourne, Australia, October 20, 2009 – Straight from winning his second consecutive Ford Ironman® World Championship earlier this month in Kailua-Kona, Hawaii, Craig Alexander will discuss with executives from Forty Winks how his T3 Recovery Mattress, the Official Mattress of Ironman® and the Mattress for the Human Race™, allows him the opportunity to recover faster from his intense long-distance training days and worldwide travels.

“We are thrilled to have Craig sleeping on the T3 Recovery Mattress during his high altitude training season in Boulder, CO earlier this year,” says Richard Brass, President of T3 Recovery Products. “Now that T3 has partnered with Australian based manufacturer, Sleepzee, we can provide Craig and his family the same recovery based mattress at home in Australia,” Brass adds.

“Craig and his family will be the first Australians to get the new T3 Recovery Mattress,” says Kon Mantzis, Director of Sleepzee Manufacturing. “However, starting in late-November, all of Australia can get the same nighttime recovery that the two-time Ford Ironman® World Champion gets by stopping into any of the Forty Winks locations throughout Australia,” he adds.

“The T3 Recovery Mattress incorporates Ironman Sleep Technology™ which is designed to provide better sleep and faster recovery while sleeping,” says Brass. “One of the unique features with Ironman Sleep Technology™ is the use of Celliant™. Celliant™ has been clinically proven

in the medical field to increase oxygenation and blood flow, reduce pain and balance body temperature; now there's a mattress that provides the same recovery-based benefits to athletes and non-athletes alike," adds Brass.

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 nearly 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 more than 31 years ago and is regarded as the world's most challenging endurance event.

Founded in 2007, 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. 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 and Celliant™, please visit www.t3recovery.com. For more information on Ironman, visit the official Web site at www.ironman.com

Please visit www.craigalexander.org to learn more about Craig Alexander.