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REIGNING WORLD CHAMPIONS' CRAIG ALEXANDER AND CHRISSIE WELLINGTON TEAM UP WITH SEATTLE-BASED T3 RECOVERY PRODUCTS

Alexander and Wellington approach Ford Ironman® World Championship well-rested and recovered thanks to the T3 Recovery Mattress, the Official Mattress of Ironman®.

SEATTLE, WA, October 5, 2009 – Reigning two-time Ford Ironman® World Champion, Chrissie Wellington and returning Ford Ironman® World Champion, Craig Alexander have signed with T3 Recovery Products. T3, the Official Mattress of Ironman® and the Mattress for the Human Race™, will allow Alexander and Wellington the opportunity to recover faster from their intense long-distance training days in addition to their travel to races all over the world.

“We are thrilled to have Chrissie and Craig sleeping on the T3 Recovery Mattress,” says Charles Dietiker, Executive Vice President of T3 Recovery Products. “Both of these athletes have made separate comments about recovery being the most important element of their training and recognize recovery starts with a good night’s sleep and a superior mattress,” he adds.

“A good night’s sleep is of paramount importance in getting the necessary physical and mental recovery needed to maximize my training so that I’m ready on race day.” says Wellington.

“Since sleeping on the T3 Recovery Mattress, I’m sleeping so much better,” says Wellington, Ford Ironman World Championship defending champion.

“Not only am I sleeping better but my wife Nerida’s sleeping better,” says Alexander.

“Everyone knows that I train hard, but Nerida works just as hard as I do taking care of our 4-

month-old son and 4-year-old daughter. At the end of the day, we both are exhausted, so the new T3 Recovery Mattress is a hit with the entire family,” adds Alexander.

“The T3 Recovery Mattress incorporates Ironman Sleep Technology™ which is designed to provide better sleep and faster recovery while sleeping,” says Dietiker. “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 Dietiker.

Come test the mattresses that Chrissie Wellington and Craig Alexander sleep on at the T3 Recovery exhibitor booth at the Ford Ironman Village in Kailua-Kona, HI on October 6 through the 9 or visit www.t3recovery.com to learn more about the product and the availability of the product in the United States, Australia, Europe, South America and South Africa.

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.chrissiewellington.org and www.craigalexander.org to learn more about Chrissie Wellington and Craig Alexander.