



FOR IMMEDIATE RELEASE

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T3 RECOVERY PRODUCTS OPENS NEW SPACE AT LAS VEGAS FURNITURE MARKET

SEATTLE, WA; January 3, 2011 – T3 Recovery Products, makers of the Official Mattress of Ironman, will open their new space at Las Vegas Furniture Market, World Market Center, in time for January’s Market. In addition to the original T3 three-bed line-up, T3 will be displaying their new Lux, Inspire, and IronKids lines. They will also have their pillow program on display.

The T3 Recovery Mattresses are designed for athletes and non-athletes alike for recovery from all types of daily activities. The Ironman Sleep Technology in each T3 Recovery Mattress utilizes key ingredients that help to regulate oxygen in the body, help to regulate body temperature, help to reduce pain, and help to speed up recovery.

“With over 1,500 exhibitors from around the world, the Las Vegas Market is truly global in scope and T3 is thrilled to be showing there. We look forward to working with our licensees and retail partners in growing their business,” said Richard Brass, President of T3 Recovery Products. “Customers are looking for new innovative products that deliver real performance and that’s what T3 is all about. Additionally, retailers are looking for new ways to bring customers through their doors and the Ironman Branding delivers, with over 3.5 Billion Media Impressions and an 80% Brand Recognition”

T3 Recovery Products will be on display from January 24 through January 28 in Building C, Space 1558.

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 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 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, please visit <http://www.ironman.com>.