



USA Triathlon Partners With SpringBoost

Swiss performance athletic footwear manufacturer enters global triathlon community

Lausanne, Switzerland, March xx, 2007 – USA Triathlon (USAT) has added performance athlete footwear company SpringBoost as a Bronze-level Sponsor and has designated the Swiss-based company as the official performance training shoe supplier of USAT. As part of the two-year agreement, SpringBoost will supply performance training shoes to USAT National Team athletes and coaches, USAT certified coaches, and selected Team USA athletes. The company will also launch a grassroots effort to reach triathletes directly at various events in 2007 and 2008.

“SpringBoost is leading a new wave of footwear technology and USAT is pleased to be able to offer the innovative product to our National Team, certified coaches, and Team USA,” said USAT Executive Director Skip Gilbert. “We are excited to partner with SpringBoost and are anticipating our athletes getting more out of their training with faster results.”

SpringBoost successfully introduced the SpringBoost B-Train, an athletic shoe for intensive workouts and performance training, to the worldwide triathlon community in summer 2006 as a sponsor of the Triathlon World Championship in Lausanne, Switzerland 2006.

“Springboost is very pleased to become the official performance training shoe of the USAT,” said Andrew Silvestri, SpringBoost CEO. “At Springboost we take training and competition serious, which is why we have developed the B-Train training shoe, used by USAT and other triathletes globally, allowing them to adjust the intensity of their workout. We are very excited to be involved in the triathlon world.”

The technology of the SpringBoost shoes is based on the biomechanical principles of dorsiflexion and years of research. The Dorsiflexion Technology™ lowers the heel position in the shoe which leads to health, training and performance advantages. This stretching firms legs and buttocks, resulting in more strength and stability. Dorsiflexion helps users attain correct posture naturally, while relieving ankles and lower back. It also strengthens core muscles and improves circulation in the legs. Thanks to the interchangeable insoles of the U-Control Insole System™, dorsiflexion lets athletes adapt the intensity of their performance training to their particular physical constitution and performance goals.

About SpringBoost

SpringBoost S.A. is an innovative manufacturer of performance athletic footwear based in Lausanne, Switzerland. Its Dorsiflexion Technology™ is based on the biomechanical principles of dorsiflexion and multiple scientific studies. Core to the company's technology, the heel position is lower than the forefoot in the shoe. SpringBoost's R&D department is committed to meeting the specific requirements of selected sport disciplines in order to enhance athletic performance. Since its launch in the spring of 2003 SpringBoost has been helping active people and athletes attain better results by more efficient performance training, thus improving their health.

For more information please visit www.springboost.com

About USA Triathlon

USA Triathlon is the national governing body for triathlon, duathlon, aquathlon and winter triathlon in the United States. USAT sanctions 2,000 races and connects with more than 85,000 members each year, making it the largest multisport organization in the world. (www.usatriathlon.org)

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