



News Release
Profile Design, LLC.
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FOR IMMEDIATE RELEASE

Profile Design Announced as Official Bike Course Sponsor of Challenge U.S. Events

LONG BEACH, CALIF. - MAY 5, 2014

Profile Design and Challenge U.S. events are proud to announce their partnership for the 2014-15 race season. Profile Design has been named the official bike course sponsor for Challenge U.S. races, which include Challenge Atlantic City, Challenge New Albany and Challenge Rancho Cordova. Profile Design will be supporting Challenge athletes with the knowledge, tools and equipment needed to perform their fastest on the bike – including the new TwentyFour Series wheels.

“Each Challenge event we have worked with across the globe has brought such a memorable, celebratory feel to the sport of triathlon and for our brand,” says Larissa Lewis, Marketing Manager with Profile Design. “Their unique approach to each race allows us to be very creative with our athlete support. Challenge has, until now, only been the stuff-of-legend for U.S. athletes. We are excited to be a part of launching their extraordinary experience here in the United States.”

“Having an industry leader like Profile Design join the Challenge Family of sponsors as we expand into the U.S. market only serves to solidify our position as a major triathlon brand in North America,” said Murphy Reinschreiber, Challenge Family. “We look forward to helping Profile Design launch their new wheels through our dynamic triathlon series in the U.S. and abroad.”

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ABOUT PROFILE DESIGN

Profile Design's simple endeavor began in 1988 and what occurred is rather extraordinary. The company was born dedicated to purposeful engineer multisport solutions through functional technology and turned the industry upside down in every category. For over 25 years, Profile Design has been an industry expert in multisport and cycling technology focusing on engineering, adjustability, fit and aerodynamics.

ABOUT CHALLENGE FAMILY

The Challenge Family series of triathlons now features 26 full and half distance races around the world, including the world's largest long distance triathlon – Challenge Roth in Germany. The birthplace of the Challenge Family, Challenge Roth now features over 5,500 athletes and 220,000 spectators and home to both world records held by Andreas Raelert (GER) and Chrissie Wellington (GBR). Since 2002, races throughout Europe, UK, Australasia, Asia, North America and now South America have joined Roth. Together they provide athletes with a new experience of long distance racing with a strong focus on athlete and spectator experience, giving back to the community while respecting the legacy of sport and being committed to its continued growth. For further information on Challenge Family visit www.challenge-family.com.

Challenge Atlantic City – June 29, 2014 – www.ChallengeAtlanticCity.com
Challenge New Albany – July 27, 2014 – www.Challenge-NewAlbany.com
Challenge Rancho Cordova – October 5, 2014 - www.Challenge-RanchoCordova.com