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FOR IMMEDIATE RELEASE

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TRISMARTER.COM SPORTS NUTRITION SERVICE TEAMS UP WITH PHILADELPHIA INSURANCE TRIATHLON

(Philadelphia, PA) - Trismarter.com, a sports nutrition and triathlon coaching service, has joined forces with the Philadelphia Insurance Triathlon scheduled for June 21-22. Trismarter.com will be providing 2008 race entrants with specialized nutrition services aimed at improving performance through proper fueling. The Olympic distance event in downtown Philadelphia has established itself as one of the premier triathlons in the United States. Partnering the sports nutrition expertise of Trismarter.com with the Philadelphia Insurance Triathlon is a logical step in a sport where athletes are becoming increasingly mindful of the benefits of proper nutrition and fueling.

“A sports nutritionist is as important as a coach,” says Walter F. DeNino, Trismarter.com President and Founder. “Sports nutrition is, in many ways, the fourth event in a triathlon.” The combined goal of Trismarter.com and Philadelphia Insurance Triathlon is to provide a more comprehensive, full service event experience for athletes. “Teaming Trismarter.com with the Philadelphia Insurance Triathlon is a winning combination,” says DeNino. “The Philadelphia Insurance Triathlon is already one of the most popular events with our clients and triathletes all over the tri-state area.”

“As one of the premier triathlons in the country, it is our goal to provide the best possible race experience for our participants including access to cutting-edge training resources,” said Lars Beck, Race Director, Philadelphia Insurance Triathlon in Fairmount Park. “Knowing how important nutrition is to a successful race, the Philadelphia Insurance Triathlon is excited to partner with Trismarter.com to offer our participants comprehensive nutrition analysis and advice from one of the leading services available today.” It’s a great complement to our partnership with Cadence Cycling and Multisport Centers, which provides our athletes with world-class coaching and training services.”

About Trismarter.com

Trismarter.com is an internet-based triathlon coaching and sports nutrition service providing highly individualized training programs as well as professional sports nutrition services including comprehensive dietary analysis, menu planning, and healthy weight loss support. Trismarter.com was founded on the principle of using evidence-based practices in delivering highly customized, quality services.

About Philadelphia Insurance Triathlon

The Philadelphia Insurance Triathlon in Fairmount Park, presented by Suzuki, was founded in 2005 and has quickly become one of the largest and most popular triathlons in the country. Held in the city’s historic Fairmount Park, the race was named a top five triathlon in the United States by *Outside Magazine* in 2007. In 2008, the Philadelphia Insurance Triathlon Olympic Race will serve as the USA Triathlon Mid-Atlantic Regional Championship. More information about the Philadelphia Insurance Triathlon can be found by visiting www.PhillyTri.com or by contacting pr@phillytri.com.

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For further information about the Philadelphia Insurance Triathlon and Trismarter.com sports nutrition services, please contact media@trismarter.com.