



Media Contact:
Michelle Tolleson
Media Relations
FuelBelt, Inc.
michelle@fuelbelt.com
401.289.0724 x 118

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FuelBelt signs 70.3 World Champion, Andy Potts

Barrington, RI — FuelBelt, Inc. is pleased to announce that it has added Andy Potts to its pro roster of top performing triathletes. Potts is the 2007 Ironman 70.3 World Champion, Pan Am Games gold medalist, and a 2004 Olympian. In 2008 Potts made his debut at the Ironman distance at the Ironman World Championship in Kona, and finished an outstanding 7th place overall.

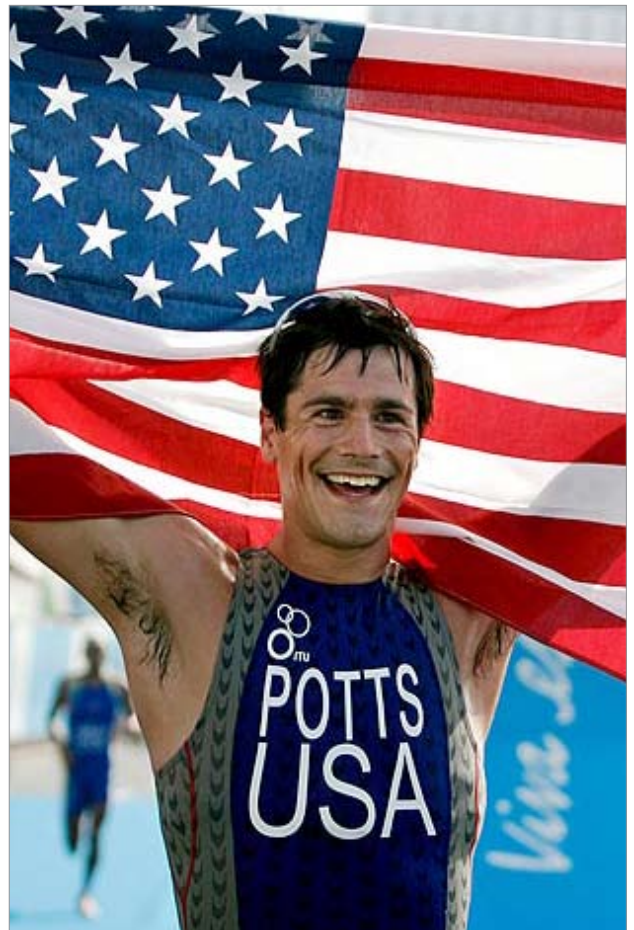
“We’ve followed Andy’s progress since he entered the sport and are very excited about having him on our team,” FuelBelt Founder and President Vinu Malik said. “Andy is going to add tremendous depth to the FuelBelt brand as he continues to evolve as world class athlete, joining the likes of Craig Alexander, Cameron Brown, Chris McCormack, Lisa Bentley and Dede Griesbauer.”

Potts spent most of his life as a competitive swimmer, setting state records for New Jersey while in high school before competing on the University of Michigan swim team. He narrowly missed qualifying for the 1996 U.S. Olympic swim team. In 2002, he turned to triathlon with the goal of making the 2004 U.S. Olympic triathlon team. Several months later, his dream came true as he qualified for the team and competed in Athens. Fast forward to 2007, and Potts transitioned to the 70.3 distance while still racing on the short course circuit. Here he maintained his ITU speed while extending his endurance limits, and continued to win at both distances. After coming up one spot short for the 2008 U.S. Olympic tri team, Potts turned his focus to Kona, where he placed seventh. Potts will now have FuelBelt products to help him manage his hydration and nutrition needs while he trains and races.

Potts is married with one son and lives in Colorado Springs, CO. You can check out his website at www.andypottstri.com. •

About FuelBelt, Inc.

FuelBelt is the world leader in hydration belts and accessories to the tri, run and cycling markets. Founded in 1997 by 6-time Ironman World Championship participant, Vinu Malik. FuelBelts have been used to break world records, personal bests, and have even been used at the Olympic world stage, where every effort and every second counts. For more information, please visit www.fuelbelt.com.



Andy Potts celebrates his victory during the Men’s Triathlon Final during Day Two of the XV Pan American Games on July 15, 2007 in Rio De Janeiro, Brazil.