



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

September 8, 2009 / For immediate release

Vinu Malik, CEO of FuelBelt, featured on Team In Training blog

Team In Training recently blogged about Vinu Malik gracing the cover of September's *Triathlete Magazine*. Click here to go to the TNT blog post. Click here to view a PDF of the *Triathlete* article.

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.

The screenshot shows a blog post from the Team In Training website. The header includes the Leukemia & Lymphoma Society logo and the text 'TEAM IN TRAINING The Official Team In Training Blog'. The post title is 'Triathlete Magazine Features TNT Champion', posted by Christine Lazzari on Sep 8, 2009. The main content features a cover image of *Triathlete Magazine* with Vinu Malik on the cover. The text of the post describes Vinu Malik as a 28-time Ironman finisher and founder/CEO of FuelBelt. It includes excerpts from the magazine article, such as: 'On being a young entrepreneur... "Nothing in life is free and there's no easy way. I made my decisions when I had the least amount of money. People see a successful business on the outside, but they have no idea how much I put on the line to get it off the ground."' and 'On balancing priorities... "Family time is always my number 1 priority because it makes everything else in life seem easy."' The post concludes by mentioning that Vinu's outlook is a perfect match for Team In Training and encourages readers to sign up for the event.