



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

October 15, 2008 / For immediate release

FuelBelt athletes dominate the 2008 Ford Ironman World Championship!

Kailua Kona, HI — FuelBelt, Inc. enjoyed another dominant presence at the Ford Ironman World Championship in Kailua Kona, Hawaii on October 11. This year FuelBelt was honored to have its products used by four out of the top five professional men, including men's champion Craig Alexander, in addition to women's champion Chrissie Wellington and top ten female finisher, Dede Griesbauer.

Coming first across the line was Craig Alexander, in his time of 8:17:45. With a 2:45 marathon, Craig ran his way from 11th place off the bike to the win, wearing a Helium 2-bottle belt. His marathon was the fastest of the day. Representing third, fourth and fifth place respectively were Rutger Beke with a stunning comeback race, Ronnie Schildknecht with an exciting day for his young career and Cam Brown with another solid performance. All athletes used the Helium 2, in addition to our bike products, and all of them ran some of the fastest marathons of the day.

This year's Hawaii Ironman also marked the first race in which Chrissie Wellington raced as a FuelBelt-sponsored athlete. Chrissie opted for the FuelBelt Bike Nutrition Box to hold items necessary to help her get through a tough day on the road. After losing 10 minutes on the bike due to technical issues, Chrissie reclaimed her lead well before T2, then set the marathon course record for the win! Also using FuelBelt products was long-time FuelBelt athlete Dede Griesbauer. In tough conditions Dede had a great day, staying at the top of the field through swim, bike and run to finish 10th overall. Dede uses our bike products as well as our Sprint 10oz Palm Holder for all of her races.

FuelBelt, Inc. is proud to be recognized as the best hydration products available on the market. In Kona, where the best athletes in the world descend on the island for one week, FuelBelts were used by 95% of athletes who chose to carry their nutrition and hydration needs with them.

Chris McCormack, Chris Lieto, Bryan Rhodes, Mathias Hecht, Luke McKenzie, Max Longree, Petr Vabrousek, Luke Bell, Rebekah Keat and Kim Loeffler all used FuelBelt gear on the bike and run. Hundreds of age groupers could be seen wearing their belts as well, which goes to show that athletes are taking control of their own hydration.

About FuelBelt, Inc.

FuelBelt, Inc. is the world leader in hydration belts and accessories. Founded in 1998 by 6-time Ironman World Championship participant, Vinu Malik, FuelBelt continues to evolve to serve the needs of athletes, from runners to cyclists, to competitive triathletes such as Ironman World Champions Craig Alexander and Chrissie Wellington. 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.



Men's champion Craig Alexander ran his way from 11th place to the win, wearing a FuelBelt Helium 2-bottle belt.