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FuelBelt Named Official Supplier to USA Triathlon

Colorado Springs, CO — USA Triathlon has announced the addition of FuelBelt, Inc., as an official supplier to USAT through a multi year agreement.

FuelBelt, a leader in hydration belts and accessories for the run, triathlon, and cycling markets, is fueling the multisport lifestyle with special promotions for USAT annual members, Team USA and elite athletes. Details to be announced.

“Triathlon is one of the fastest growing sports in the endurance channel and USA Triathlon has been instrumental to this process,” said Vinu Malik, president & founder of FuelBelt. “Aligning the FuelBelt brand and its broad range of products with USA Triathlon was a natural fit. Our goal is to improve the overall training and racing experience for triathletes everywhere. We look forward to moving the sport forward with the support of USA Triathlon and are committed to triathlon’s future.”

“At USAT we strive to partner with the best companies in any particular category. With FuelBelt we have signed a terrific product made by a company with a long history in the multisport community,” said USAT Senior Vice President of Marketing and Communications Tim Yount. “This partnership will help promote multisport through multiple channels as well as make a quality product available to our membership.”

About FuelBelt, Inc.

FuelBelt, Inc. is the world leader of hydration belts and accessories for the run, triathlon and cycling markets. Founded in 1998 by five-time Ironman World Championship finisher, Vinu Malik of Barrington, RI, FuelBelt was awarded the distinction of being one of the fastest growing companies in the U.S. by Inc. Magazine in 2007. Fuel Belts have been used to break world records, set personal bests, and have been used at the Olympic world stage, where every effort and every second counts. FuelBelt's strategic partners include Gatorade, Powerbar, Team in Training, and USA Triathlon. For more information, please visit www.fuelbelt.com

About USA Triathlon

USA Triathlon is the sanctioning authority for more than 2,000 diverse events ranging from grass-roots to high profile races nationwide. The organization works to create interest and participation in a variety of programs including camps, clinics, races and educational opportunities. With more than 100,000 members of all ages, USA Triathlon is also responsible for the selection and training of teams to represent the United States in international competition including the Olympic Games and far reaching grass roots expansion efforts. USA Triathlon's vision is to promote a healthy lifestyle and encouraging participation and achievement. For more information, please visit www.usatriathlon.org