

FOR IMMEDIATE RELEASE



**THE LEGEND RETURNS: SUBARU IRONMAN CANADA RETURNS TO ITS ROOTS IN
PENTICTON, BRITISH COLUMBIA**

Iconic Canadian IRONMAN event to return to stunning Okanagan community beginning in 2020

PENTICTON, B.C. / TAMPA, Fla. (July 16, 2019) – IRONMAN, a Wanda Sports Group company, announced today that the city of Pentiction, British Columbia will once again play host to the Subaru IRONMAN® Canada triathlon. The stunning City of Pentiction first hosted a full-distance IRONMAN triathlon from 1983 to 2012, and will now again host the event with its return on August 30, 2020. In addition, longtime partner Subaru will continue to serve as title sponsor for IRONMAN Canada. General registration for the 2020 Subaru IRONMAN Canada triathlon will open on July 22, 2019.

“We are excited to return to Pentiction, the genesis of IRONMAN Canada and one of our longest-running events,” said Andrew Messick, President and Chief Executive Officer for The IRONMAN Group. “With over 30 years of history, we expect that the return of IRONMAN Canada to this unique venue will energize both the veteran athlete who participated in the original event and a whole new generation of athletes who will come to experience the Okanagan tradition that has enriched this amazing race venue. With many of the same elements from the original event blended with the enhancements we have made over the years; this race is a must for all athletes. At the same time, we thank Whistler for being an amazing host over the last several years.”

The 2020 Subaru IRONMAN Canada will begin with a 2.4-mile (3.8-km) swim in the pristine waters of Okanagan Lake, the same location as the original event. The race will also see the return of the iconic single loop 112-mile (180-km) bike course that features the scenic climb up and over Richter pass taking athletes on a stunning tour of the beautiful wine country that is only found in the Okanagan. The course will wrap up with a 26.2-mile (41-km) run that will feature some of the historical course and some new elements to showcase the incredible City of Pentiction and surrounding region. This course is laid out to offer amazing spectating opportunities and some of the best community support worldwide making for a truly unforgettable journey race.

“We are truly honored to have IRONMAN Canada return to the Okanagan Valley,” said Pentiction Mayor, John Vassilaki. “Pentiction has enjoyed some great memories made throughout the years of this epic event and we are happy to know that there will be many more made in the coming years. We know that Pentiction has been and will continue to be a premier destination for the sport. We are happy to welcome IRONMAN back and offer athletes from around the globe the challenge and experience of a lifetime.”

Pentiction, one of only two cities worldwide that is situated on two lakes, Okanagan and Skaha lakes. The Okanagan and Skaha beaches feature nearly 15 acres of premium, sandy beach and swimming areas. Along with all the year-round recreational activities available, agriculture has been an important contributor to Pentiction’s livelihood. There are over 80 wineries in the Pentiction metropolitan area, five craft breweries and three distilleries all within accessible distance of the downtown core.

The 2020 Subaru IRONMAN Canada triathlon will offer 40 qualifying slots to the 2021 IRONMAN World Championship® in Kailua-Kona, Hawai`i. A professional prize purse will be published at a later date.

For more information, please visit www.ironman.com/canada. Athlete inquiries may be directed to canada@ironman.com. For more information on the IRONMAN brand and global event series, visit www.ironman.com. Media may contact press@ironman.com.

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About Penticton

Penticton is located in the South Okanagan region of south central British Columbia and is one of only two cities in the world situated between two lakes, Okanagan Lake & Skaha Lake. From the Interior Salish word 'snpintktn', the name Penticton is commonly translated as "a place to stay forever". From shimmering clear water, to long stretches of beach, to rolling vineyards, to mountain trails, to rock-climbing bluffs, to its legacy of triathlon races, Penticton offers a variety of year-round pursuits to ensure there's always something to do. With its great Spring and Fall weather, Penticton's tourism motto, 'Come Early – Stay Late' is perfect for athletes looking to 'Train Early – Train Late' while enjoying Penticton's small-town hospitality.

About The IRONMAN Group

As part of Wanda Sports Group, The IRONMAN Group operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, the Rock 'n' Roll Marathon Series®, Iron Girl®, IRONKIDS®, International Triathlon Union World Triathlon Series races, road cycling events including the Velothon® Series, mountain bike races including the Absa Cape Epic®, premier running events including the Standard Chartered Singapore Marathon and The Sun-Herald City2Surf® presented by Westpac, trail running like Ultra-Trail Australia™, and other multisport races. IRONMAN's events, together with all other Wanda Sports Holdings events, provide more than a million participants annually the benefits of endurance sports through the company's vast offerings. The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world's most challenging endurance races. Beginning as a single race, IRONMAN has grown to become a global sensation with more than 230 events across 53 countries. For more information, visit www.ironman.com.

About Wanda Sports Group

Wanda Sports Group is a leading global sports events, media and marketing platform with a mission to unite people in sports and enable athletes and fans to live their passions and dreams. We have significant intellectual property rights, long-term relationships and broad execution capabilities, enabling us to deliver unrivalled sports event experiences, creating access to engaging content and building inclusive communities. We offer a comprehensive array of events, marketing and media services through three primary segments: Mass Participation, Spectator Sports and Digital, Production, Sports Solutions (DPSS). Our full-service platform creates value for our partners and clients as well as other stakeholders in the sports ecosystem, from rights owners, to brands and advertisers, and to fans and athletes.

Headquartered in Beijing, China, Wanda Sports Group has more than 60 offices and 1,600 employees around the world.