
MEDIA RELEASE

Friday 30th September 2011

Nissan secures sole naming rights of the Corporate Triathlon National Series for 3 years.

SuperSprint is pleased to announce Nissan has acquired the sole naming rights of the previously titled 'Nissan/BRW Corporate Triathlon National Series' for the next three years. Nissan has been the co-sponsor of the event for the last three years. BRW who has also co-sponsored the Series for 24 years has moved to Official Media Partner. From 2012 the event will be named the "Nissan Corporate Triathlon National Series".

Director of SuperSprint David Hansen said he was delighted to have Nissan extend their sponsorship and working relationship with SuperSprint for another three years.

"Nissan is a well recognised national brand amongst the corporate triathlon community and their commitment to grow the Series and continually innovate in partnership with SuperSprint has been evident during the past three years."

"We have been working closely with Nissan on next year's Series which will celebrate the 25th anniversary, to ensure that we take the Series to another level and innovation is a central theme," David said.

Last season Nissan brought significant television coverage to the Series through their partnership with Channel Seven and the Sunrise program as well as producing a documentary on the Series featuring Daniel Macpherson.

Nissan General Manager Marketing and Sales, Cameron Cooper said Nissan's involvement in the event has continued to grow during the past three years.

"In 2010 Nissan and SuperSprint focused on activating appealing innovations for competitors on event day such as providing Video Split technology, allowing participants to download videos of their performance throughout the course. This year we are intending to extend the Video Split service with even greater capacity to provide on course information and vision to participants, their friends and family," Cameron said.

"We are very excited to be the sole-naming rights sponsor of a hugely popular event amongst corporates all over the country. We are committed to continuing to develop the event in partnership with SuperSprint with creative ideas, innovations and media partnerships that ensure the event continues to grow well into the future," Cameron said.

Melbourne will once again play host to the southern hemisphere's largest triathlon with 5,300 participants last year, on Sunday 4th March 2012 at the 'Nissan Corporate Triathlon National Series 2012' at Elwood Beach.

SuperSprint will launch its official website for the event on 27th October 2011. The website promises to be a full circle of online engagement for participants, sponsors and media. Now in its' 25th year, the Series



NISSAN



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has been a must-do event on the corporate calendar across the nation, fostering the development of important corporate values such as team-work and camaraderie.

The Melbourne event will launch the Series which is also staged in Adelaide (18th March), Perth (11th March), Sydney (29th April) and Gold Coast (5th May) attracting over 17,000 competitors nationally.

MELBOURNE EVENT DETAILS

DATE Sunday 4th March, 2012

VENUE Elwood Beach, Elwood

DISTANCES SWIM LEG - 400m
CYCLE LEG - 10km
RUN LEG - 4km

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