

PRESS RELEASE



Course Improvement and New Challenges

Await Record Number of Participants at 7th BIZNET Bali International Triathlon

In response to the growing popularity of the BIZNET Bali International Triathlon, organizers have introduced a number of innovations and new challenges for the record number of athletes expected to swim, cycles and run on the southernmost regions of Bali during the 7^t edition of the event on June 23, 2013.

The more than 1,200 participants joining the Olympic, Sprint and 5-kilometer fun run will travel a new cycling route inside the Nusa Dua Complex, enjoy enhanced route security provided by a combined force of police and community members (*pecalang*), and traverse a totally separate running route past the Four Seasons Resort at Jimbaran Bay – up and down the road leading to the AYANA Resort and Spa, Bali.

Since the first race in 2007, the “Triathlon for the Soul” has enjoyed a steadily increasing number of participants each year. On target with their program of planned growth, organizers are confident that plans to attract 1,500 athletes by the year 2015 will more than materialize. To this end, discussion have commenced with local authorities on how Bali’s new toll way connecting Nusa Dua and Benoa can be incorporated in the 2014 running of the race providing a one-of-a-kind experience of racing over water during the 42-kilomter cycling component of the race.

As was the case in 2012, all three events will commence on the beach at the InterContinental Bali Resort. The Olympic distance triathlon starts with a swim of 1.5 kilometers at 7:00 a.m. followed by a 42-kilometer bike race down the Ngurah Rai Bypass and ending with a 10-kilometer running race utilizing the new run route. The Sprint distance event, covering roughly half the distance of the Olympic event, will start approximately one-half-hour later at 7:30 a.m. Once the two triathlon events are underway, the 5 kilometer road race will get underway down the beach and up “heartbreak hill” towards the AYANA Resort and Spa Bali.

While the racers come and go from the nearby transition area, a morning-long race expo will be underway in the large beach side area generously provided

by the InterContinental Bali Resort. Refreshments, live musical performances, free massages provide by Jari Menari and a bevy of booths operated by local businesses and non-governmental agencies will be in operation. Race commentators will provide real-time reports on the progress of the international field of athletes as they pass mid points and check stations on their way to the finish line.

Main sponsorship for the race is provided by *BIZNET Networks* - a leading telecommunication, fiber optic Internet and multimedia provider in Indonesia. The event, which has won numerous awards and honors for Bali, also enjoys widespread support from the local community, the Bali Hotels Association (BHA) and direct support from the AYANA Resort and Spa Bali, InterContinental Bali Resort, Four Seasons Hotel and Resorts, and the newly-opened Le Meridian Resort Jimbaran.

Changes On The Race Course

To accommodate growing numbers of racers, a separate foot race course down the western shore of Jimbaran and a modified bike race route at Nusa Dua have been introduced for the 2013 event.

The formal opening of the new underpass at Simpang Siur in Kuta and Bali's new Toll Way connecting Benoa-Ngurah Rai Airport-Nusa Dua are expected to reduce traffic congestion by providing alternate routes for vehicular traffic during the race. Meanwhile, changes in the bike course and the new running race route pass the Four Seasons and towards the AYANA Resort are expected to tangibly improve the race experience.

Sporting Icons Join The Race

This year's race will also welcome a number of the biggest names in triathlon racing back to Bali.

Three-time Ironman champion and 2009 World Championship runner-up, Chris Lieto has confirmed participation for this year's race. The American pro-athlete is also a founder of "More Than Sport," an organization for leading athletes to give back to communities in which they compete. Overwhelmed by the needs he saw in the cities where he has raced, Lieto began "More Than Sport" as a way for athletes and supporters to take their passion and drive and unleash transformation through compassion and practical needs.

In 2013, through partnership with BIZNET Bali International Triathlon, Lieto and "More Than Sport" will work together with *Bali Sports Foundation* to benefit

less privileged children in Bali, Papua and Eastern Indonesia through sporting activities.

Another iconic name who will again join the race in Jimbaran is Indonesian swimming legend Richard Sam Bera. Bera, a three-time Olympian and four-time All-American at Arizona State University, is now the editor-in-chief for a leading men's lifestyle magazine. Bera's love for the sport of triathlon traces back to his competitive swimming days, but he was only able at his retirement to focus on racing triathlons.

"BIZNET Bali Triathlon is one of the most wanted event in Asia, and is the only triathlon event that held regularly. This event belongs to Indonesia and organized by the local organizers. We should support the success and continuity of the show this international sport," said Richard Sam Bera.

Richard Sam Bera has now competed in several triathlon races in the region and international competition as well, including some long distance triathlons. A great sport ambassador in Indonesia, he has contributed to grow the popularity of triathlon in the country.

"This year's competition will be more interesting than before because for the first time the run route will take place to Jimbaran hills. This will demand physical stamina and reliability of the participants. This is the fifth times I participating in BIZNET Bali Triathlon and I will continue to participate to this event in the next years to come," he added.

Supports and New Partnerships

Supports also come from returning sponsors such as Jenggala Keramik – a leading exporter of quality ceramic, will provide their custom-designed trophies for all winners; and Jari Menari, who will provide post-race massage to race participants. BIMC Hospital will again be standing by with their dedicated medical team to handle emergency medical assistance for the race.

Joining as new presenting sponsor for the 7th BIZNET Bali International Triathlon is Herbalife – the world's leading company for managing nutrition and weight control.

"Triathlon is a very challenging sport yet fun for me, and I see people are very enthusiastic about this sport. I invite all triathlon enthusiasts to compete in this annually event," said Adi Kusma, President Director of Biznet Networks.

About BIZNET Networks

BIZNET Networks is the leader of fixed-line and multimedia telecommunication provider in Indonesia, providing Network, Internet, Data Center, Cloud Computing and Pay TV service. Established in 2000, BIZNET Networks has been providing and operating the fastest Fiber Optic Network and the biggest Data Center in Indonesia. For more information about BIZNET Networks and its services, please visit www.biznetnetworks.com

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Links & Info :

Bali Triathlon News/Online Registration (open until 21 June 2013)

<http://www.balitriathlon.com/>

BIZNET Bali International Triathlon 2013 Media Credential

<http://www.balitriathlon.com/index.php?id=48>

BIZNET Networks

<http://www.biznetnetworks.com/>

Herbalife

<http://www.herbalifeww.com/>

AYANA Resort and Spa Bali

<http://www.ayanaresort.com/>

InterContinental Bali Resort

<http://bali.intercontinental.com/>

Four Seasons Hotel and Resort

<http://www.fourseasons.com/jimbaranbay/>

Le Meridien Resort Jimbaran

<http://www.starwoodhotels.com/lemeridien/property/overview/index.html?propertyID=3744>

Bali Hotels Assosiation (BHA)

<http://www.balihotelsassociation.com/>

BIMC Hospital

<http://www.bimcbali.com/>

Jari Menari

<http://www.jarimenari.com/>

Bali Dicoverly Events

<http://www.balidiscovery.com/>

Bali Tourism Development Corporation (BTDC)

<http://btdc.co.id/>

Garmin

<http://id.garmin.com/>

United

<http://www.unitedbike.com/>

Shimano

<http://bike.shimano.com/>

Specialized

<http://www.specialized.com/us/en/home/>

Triathlon Buddies

More Than Sport

<http://www.morethansport.org/>

Good Will Tour

<http://www.goodwilltour.com/tribali.html>

Light & Pulse

<http://www.lightandpulse.com/>

3V Fitness

<http://3vfitness.com/>