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FOR IMMEDIATE RELEASE:

Zensah® Named Official Compression Apparel for the Miami International Triathlon

Zensah uses innovative technology to create high tech compression apparel

KEY BISCAVNE, FLORIDA- MARCH 12, 2008 Zensah® (www.zensah.com) the pioneer of seamless compression apparel has been named the official compression apparel of the Miami International Triathlon taking place on Sunday March 16, 2008. Over 1,000 elite athletes are expected to compete. The Miami International Triathlon kicks off the 2008 triathlon season. It was named on of the top 10 triathlon races for 2008.



The sport of triathlon is one of the most grueling. Compression apparel has become a staple product for triathletes as part of their training and recovery. Since the beginning of triathlon in the 1970's, triathlon compression apparel was mostly cycling gear used in the water. The pain caused by chafing triathlon gear was thought of as a given.

In 2004, Zensah® pioneered seamless compression apparel giving triathletes unrivaled comfort. In 2006 Zensah® introduced the Zensah® Muscle and

Recovery Leg Sleeve allowing triathletes to increase oxygen blood flow to the lower legs thereby increasing endurance and allowing for a shorter recovery time. The sleeves were the talk of the industry at the Ironman Championships in Kona, Hawaii.

The Miami International Triathlon kicks off the triathlon racing season with one of the most competitive races this year. Elite athletes from across the globe will compete in the inaugural event. Athletes such as Nina Craft, Heather Gollnick, Olympian Joanna Zeiger, Matty Reed, Chris Lieto, and Chris Leigh are some of the elite athletes who will be competing this Sunday to set the tone for the triathlon season this year.



"Zensah's apparel is truly innovative and an ideal partner for the Miami International Triathlon," said race director Wilber Anderson. "Due to the requests we have received from elite athletes we named Zensah the official compression clothing of the Miami International Triathlon. We are looking forward to this partnership."

"We are thrilled to be the Official Compression Apparel of the Miami International Triathlon." said Ryan Oliver Director of Marketing. "The Miami International Triathlon is one of the preeminent triathlons of the 2008 season. In just its first year it has created buzz in the triathlon industry." "This event will elevate brand recognition for Zensah®. It will also introduce the Zensah® product line to many of the international participants."

About Zensah®

Zensah®, based in Miami, is the pioneer of seamless compression apparel. In 2004 Zensah® developed the first seamless compression shirt adopted by athletes in the NBA, and other professional sports. Since then from pros to Olympians elite athletes are switching to Zensah®. The company focuses on developing high tech running, cycling and triathlon performance apparel. For more information please visit <http://www.zensah.com>

About Miami International Triathlon

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