

For Immediate Release
December 29, 2009

Contact: Tom Crichton, 919-656-4639

Inside-Out Sports Secures Title Sponsorship of Triathlon Series

Set Up Events' former North Carolina Triathlon Series renamed

Wilmington, N.C. – Inside-Out Sports, one of the nation's leading triathlon retail stores announced today its official title sponsorship of the Inside-Out Sports Triathlon Series, which is the largest and oldest statewide triathlon series in the country.

“We are very excited to be involved with the extraordinary growth of the NCTS, and are proud of our continuous sponsorship and support of the series since its inception twelve years ago,” said Cid Cardoso, Jr., Co-owner, Inside-Out Sports. “Our involvement in the new Inside-Out Sports Triathlon Series is not only in name, as we will have a much larger expo presence at events throughout the series and will provide participants of the series exciting new offerings to enhance their experience and enjoyment.”

As title sponsor of the series, Inside-Out Sports will offer participants unique registration opportunities, including in-store registrations for certain events after an event has sold out. In addition, they will post same day preliminary race results on the Inside-Out Sports website, located at www.insideoutsports.com.

“Partnering with Inside-Out Sports on the former NCTS is a natural fit for us, said Jeremy Davis, President, Set Up Events. “It’s a great opportunity to join resources to maximize the event experience for race participants, and to continue the momentum of tremendous growth triathlons have experienced over the past decade.

The Inside-Out Sports Triathlon Series consists of 25 events over 18 weekends in 2010. The title sponsorship is a five year agreement that runs through the 2014 triathlon season. A complete list of events can be found at www.setupevents.com.

Inside-Out Sports was founded in December of 1993 as one of the first retail stores in the country specializing in equipment and apparel for triathletes and runners. Headquartered in Cary, NC and with retail locations in Cary and Charlotte, NC, Inside-Out Sports provides the latest in cutting edge gear, equipment rentals, and expert advice, both for the novice and the experienced Ironman athlete. The Inside-Out Sports online triathlon superstore reaches customers all over the world at www.insideoutsports.com.

Set Up Events is a full service production, registration and timing company for participatory sports, and is the nation's largest producer of triathlons. In 2010 Set Up Events will produce 90 triathlons in seven states with over 45,000 registrations. For more information about Set Up Events please visit www.setupevents.com.