



SET UP EVENTS ANNOUNCES NEW SPONSORSHIP SALES AGENCY

fortyninegroup to represent Sponsorship and Strategic Marketing for Set Up Events

WILMINGTON, NC – July 12, 2011 – Set Up Events, one of the nation’s largest triathlon production companies, announced today that it has retained fortyninegroup as its exclusive sponsorship and strategic marketing agency. Set Up Events produces and manages over 100 triathlons and running events throughout the mid-Atlantic region.

“With all the exposure and inventory Set Up Events can offer sponsors, this is a great fit for fortyninegroup to take the stage and bring fresh ideas and talent to the table,” said Bill Scott, founder and CEO of Set Up Events. fortyninegroup’s sales experience, combined with their background in social and traditional media marketing and knowledge of this industry, provides us with the assets we feel we need as we continue to grow”.

Additionally, Set Up Events announced that Erin Hogston, previously the director of sponsorship services for Crichton & Partners, has joined the Set Up Events team in the newly created role of Marketing Coordinator, to assist in sponsorship services and public relations for Set Up Events.

Florida-based fortyninegroup will provide full service sponsorship sales and strategic marketing for Set Up Events. In order to both reflect and enhance the accelerated growth of Set Up, fortyninegroup will develop and implement new sales and marketing strategies for 2012. fortyninegroup will utilize their expertise in social and traditional media to develop opportunities for new and existing sponsors and partners through social, online, mobile and at-event marketing elements.

“We’re extremely excited to be working with the great team at Set Up Events in building valuable new sales and social marketing initiatives for sponsors and brand partners,” said John Jones, fortyninegroup’s CEO. “With more than 100 events in eight states, combined with the company’s long-standing reputation for providing a premium participant experience, Set Up Events offers tremendous opportunities for sponsor exposure and ROI.”

About Set Up Events

Set Up Events, one of the nation’s largest producers of triathlons, is a full-service production, registration and timing company specializing in triathlon and running events. In 2011 Set Up Events will produce over 100 triathlons in eight states totaling over

64,000 registrations with plans for major expansion in the near future. For more information about Set Up Events, visit www.setupevents.com.

About fortyninegroup

fortyninegroup, LLC specializes in strategic business development, sponsorship and social and traditional media marketing. fortyninegroup develops multi-platform initiatives to expand and optimize reach, revenue and brand value for clients in sports, games, media and online and mobile technology sectors. For more information about fortyninegroup, visit www.fortyninegroup.com.

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