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March 2, 2011

Olympic gold medalist launches revolutionary website for triathlon training

Simon Whitfield says Triton is the most intelligent and affordable training method available for new and experienced triathletes

CALGARY, Alberta -- Triathlete and two-time Olympic medalist Simon Whitfield today introduced Triton, a revolutionary online system that will change triathlon training by making it accessible and affordable to all athletes.

Triton features a powerful online engine that produces dynamic training programs and a personalized training calendar that intelligently adapts to the needs of users.

"Triton's method is a much better and more efficient way to train because it is uniquely tailored to individual users," said Whitfield, a three-time Olympic triathlete, winning gold at the 2000 Olympic Summer Games in Sydney and silver in Beijing in 2008.

"This is a thinking engine that may prove to be significantly more effective and easier than a human coach. I believe this is the future of triathlon training."

The backbone of Triton is its ability to create training plans that adapt to how well users progress through training. Unlike most training programs that force athletes to adapt to the system, Triton adapts to the needs of the athletes.

The process is tailored to individual needs by taking into account their experience, level of fitness, and time constraints. As users enter new information about their progress, Triton adapts to produce updated and detailed workout routines that include specific instructions.

"There is no other training method out there that can provide this level of advanced training," said Whitfield, adding the system caters to all types of athletes, including those new to triathlon.

"Since users are unique, no two training programs are alike."

In addition to hundreds of training videos, articles and resources, Triton gives users a visual representation of their training progress in a clear and appealing online interface. Triton's engine is also intelligent and powerful enough to target athletes' needs more efficiently, meaning training can range from just three to six hours a week.

"I'm quite proud of this because it gives people a legitimate chance to improve their fitness and achieve their goals," said Whitfield.

"We've come up with a simple and engaging system that will give users confidence that they are training to their potential."

Triton's online service launches in early May and users who sign up now at the website (www.tritontriathlon.com) will get a free, two-month trial.

About Simon Whitfield:

Simon Whitfield won the gold medal for Canada in the inaugural triathlon competition at the 2000 Olympic Summer Games in Sydney. He later won a silver medal at the 2008 Olympic Summer Games in Beijing. Throughout his 14-year career, the 35-year-old Victoria, B.C. resident has become a highly decorated triathlete. He is a seven-time National Champion and a gold medalist at the 2002 Commonwealth Games. He holds victories in 12 World Cups and has 21 podium finishes.

About Triton:

Launched in 2011, Triton is an online business inspired by Olympic triathlete Simon Whitfield. Triton provides a revolutionary training method for triathletes by creating dynamic training schedules that adapt to the individual needs of users, making it efficient, progressive, and affordable. To find out more, please visit www.tritontriathlon.com.

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