

Press Release

For immediate release

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Huge NEW online triathlon race database provides detailed information on over 3000 triathlons worldwide.

Hong Kong (9/5/11) – BeyondTransition, a comprehensive online triathlon race guide with more than 250 data points on 3000 triathlon races worldwide, launches its first public beta today.

Designed by, and for, triathletes, the site makes it easy for triathletes to search a race, plan their calendar and prepare for the race by providing detailed information on the course, the event, the logistics, costs and travel.

Previously, if a triathlete wanted to research a race, they would only have the race organizers site, any other details they would have to play virtual 'ping-pong' back and forth from commercial media, blogs, forums, travel sites etc. With BeyondTransition, all that information can be found in one place, presented in a standardized format to make comparing races easier.

Each race contains up to eight pages of dedicated information that covers the race, the course, signing up, useful stuff, reviews, and race travel, accommodation and race analysis.

"The vision for BeyondTransition is akin to having a good chat with the race director and the course champion for the last five years," said Denis Oakley, founder of BeyondTransition. "A athlete comes away knowing exactly the what, where, when, why and how of the race – they feel happier, more confident and can race faster!"

"The amount of useful information found here is extremely valuable to triathletes of any age and ability. They cover the globe with details on everything you could ever want to know and then some!" - Whit Raymond, Event Announcer.

"This is a great resource for triathletes looking for independent, detailed information on almost any triathlon race in the world." - Roman Floesser, Race Director, Laguna Phuket Triathlon and Ironman 70.3 Asia-Pacific Championship.

For more information, please contact Denis Oakley.

BeyondTransition is a website of Triathlon Publishing Limited, a British Virgin Islands company based out of Hong Kong.

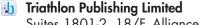
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Background

BeyondTransition was set up by three experienced and passionate triathletes frustrated by the length of time it took to research and prep for a race.

Information found on triathlon websites were of hugely varying quality and is often very hard to find. Organizers Suite seemed more concerned with the race rather than the whole athlete experience.

Faced with this, the three triathletes, Denis Oakley, Arif Sidek and Emma Bishop, decided to build a website that went far beyond the existing web1.0 lists of triathlon races. They envisioned a race guide akin to "having a good chat with the race director and the course champion for the past five years." You come away knowing the what, where, when, why and how of a race – you feel happier and you race faster.

Profiles



Emma Bishop

Emma is an accomplished triathlete and Kona qualifier with a string of short and long course wins to her name, and is by far the fastest of the lot. A book illustrator by training, she is BeyondTransition's race correspondent, chief blogger and story seeker.



Arif Sidek

Arif is a middle of the pack triathlete with 5 Ironman starts and 3 finishes to his name. He comes from a copywriting background and is BeyondTransition's race guru - responsible for every detail of more than 3000 races worldwide in 2011.



Andrew Thomas

Andrew is a newbie triathlete in training for his first sprint triathlon, having been influenced by the rest of the BeyondTransition team. He has a background in Finance and business management and is the IT Project Manager.



Denis Oakley

Denis is a middle of the pack triathlete struggling to get to the front of the pack. He has an MBA from Warwick Business School, UK and is the CEO of Triathlon Publishing Limited.









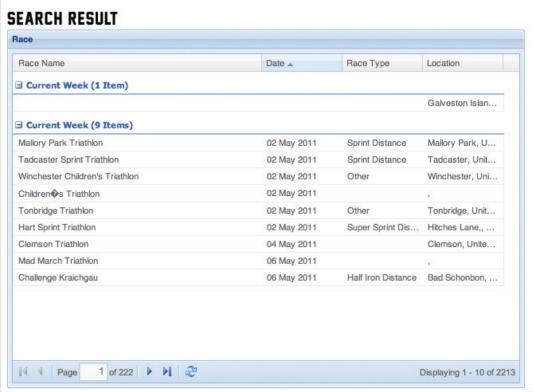






Search by name, date, race distance

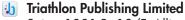














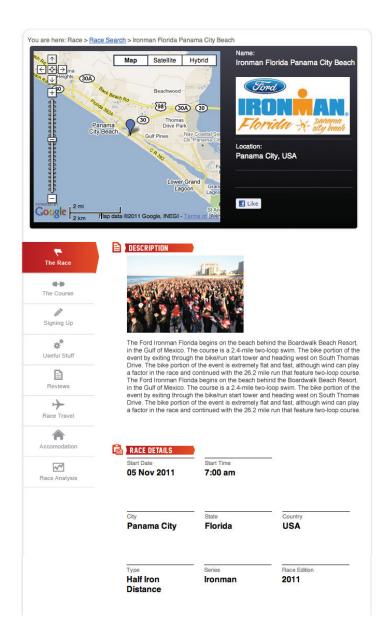








Detailed information about the what, where and when of the race - presented in a standardized format.



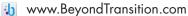












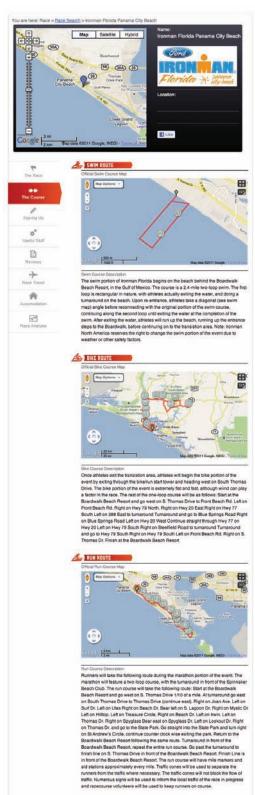


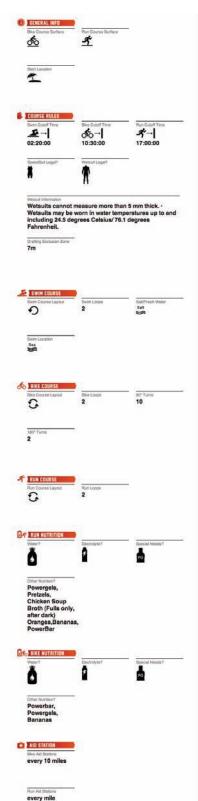


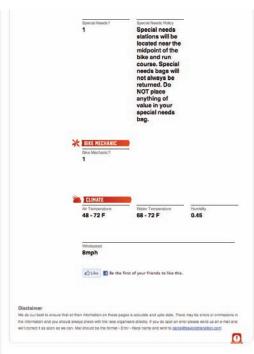




Detailed information on the race course, including maps and elevation profiles.















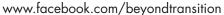


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Even information about travelling to the race destination is offered here.

