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FOR IMMEDIATE RELEASE

**THREE-TIME IRONMAN CHAMPION CHRIS LIETO
TO RACE INAUGURAL BALI TRIATHLON**

LOS ANGELES, CA (March 5, 2007)

Bali International Triathlon, LLC has just confirmed that Ironman champion triathlete Chris Lieto will participate in the 1st Annual Bali International Triathlon to be held on June 24, 2007 at Jimbaran Bay, Bali. Lieto's participation in the Bali race will come immediately following his performance in Ironman Japan the weekend before, a race he won in 2006. Astavita, Lieto's primary sponsor, was instrumental in making his involvement in the Bali International Triathlon possible.

Four Seasons at Jimbaran Bay, one of the leading race sponsors, is offering a first prize package consisting of a three day, two night stay in one of their world famous luxury villas. Awards will also be given to the first three finishers in each age group category. All athletes will be provided with high quality race T-shirts made by Sport Science, entrance to a pre-race party, and unique finisher's award handcrafted by local Balinese artists.

"I am excited by the opportunity to participate in the first year of this race," said Lieto. "From everything I have heard, this is truly one of those extraordinary events that should grow year after year," Lieto added. Lieto's management, Katalyst Multisport Management, brought the race to Lieto's attention.

Athletes participating in the race are expected to come from all over the world to take advantage of this unique destination race. While in Bali, they can take advantage of the wide range of activities available, including scuba diving, elephant riding, white water river rafting, parasailing, and jet skiing. Bali is famous for its spa properties, and athletes will be treated to post race massage by local Balinese therapists. Special hotel and tour packages for athletes and their families can be arranged by contacting Bali Discovery Tours.



About Chris Lieto:

www.chrislieto.com

Chris began his triathlon career winning his first race as an age-grouper, and turned pro less than three years later. His record includes:

Champion Ironman Japan 2006
2nd place Ironman Malaysia 2006
Champion Ironman Canada 2005
2nd place Ralph's Half Ironman 2005
U.S. Champion (2nd place IM Lake Placid) 2003
Champion Ironman Wisconsin 2002
Champion Vineman Half Ironman 2002
Champion Nautica Malibu Triathlon 2003

Chris, his wife Karis and son Kaiden reside in Danville, California.

Further information concerning the Bali International Triathlon race can be found at www.balitriathlon.com. Event questions and media inquiries can be directed to Brennan Lindner at Generic Events by calling him in Los Angeles, CA USA at +011 310-260-7898.

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