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CEO Challenges reports record year
2008 events attracted 137 CEOs from around the world
\$13,800 to Charity

BOULDER, Colo.—December 4, 2008—When the last CEO Challenge competitor crossed the finish line at the Ford Ironman Arizona in Tempe, the curtain closed on CEO Challenges' busiest and most competitive season ever. Boulder-based CEO Challenges, the world leader in sport competitions for CEOs, hosted 12 CEO challenges in 2008, including triathlons, half-Ironman and full-Ironman races, as well as a challenge to find "Denver's *Fittest CEO*®."

Almost 140 C-level executives, representing 13 nationalities, traveled to locations around the globe to participate in the challenges, including the U.S. Virgin Islands, Canada, Singapore and France. The premiere event of the season, the CEO Ironman World Championship in Kona, Hawaii, in October named Aaron Wallen of Honolulu the "World's *Fittest CEO*®."

"2008 was a great year for us," said Ted Kennedy, president of CEO Challenges. "We went to some amazing places, and met some incredible people along the way. These men and women never cease to amaze me; juggling a business while staying fit is no simple task, and we met 137 people this year who have mastered it."

"Each year is better than the one before and each challenge continues to be better than the last," Kennedy added. "We plan to carry this energy into 2009 with exciting new CEO Challenges such as skiing and driving, along with many new triathlon events ranging from the shorter Olympic distance, to off-road XTERRA, right up to the full Ironman. Plus, we are very excited about our new relationship with 5-time world triathlon champion Simon Lessing, who will provide on-site support to the CEOs at each event. We can hardly wait to get started!"

The 2008 events and overall winners include:

- **Ford California Ironman 70.3, March 2008:**
Bryan Gonzalez, president and owner of Channel Electric, Inc., Honolulu, Hawaii
- **St. Croix Ironman 70.3, May 2008:**
Shayne Macherowski, owner of Evergreen L.A.N.D., Steamboat Springs, Colo.
- **Ironman France – Nice, June 2008:**
Stefan Fischer, board member of NewLab BioQuality AG, Erkrath, Germany

- **Ford Ironman USA Lake Placid, July 2008:**
Michael Arnstein, owner of Market Organization, Inc., New York City, N.Y.
- **Subaru Ironman Canada, August 2008:**
Scott Herkelman, president and founder of BFG Technologies, Chicago, Ill.
- **Aviva Singapore Ironman 70.3, September 2008:**
Dave Low, managing director for Hawaii Capital Management, Honolulu, HI
- **Muskoka Ironman 70.3, Canada, September 2008:**
Dave Brule II, co-owner of Northern Star Industries, Inc., Iron Mountain, Mich.
- **USA Triathlon Championship, Ore., September 2008:**
Aaron Wallen, president of Haas Insulation, Honolulu, Hawaii
- **Denver CEO Fitness Challenge, October 2008:**
James Cochran, President and CIO of DCT Industrial Trust, Denver, Colo.
- **CEO Ironman World Championship, October 2008:**
Aaron Wallen, president of Haas Insulation, Honolulu, Hawaii
- **CEO Cycling with George Hincapie in Greenville, S.C., November 2008:**
Joseph Gagnon, CEO of Exit41, Andover, Mass.
- **Ford Ironman Arizona, November 2008:**
Christopher Thompson, owner of Capital Otolaryngology, Austin, Texas

In addition, now that the season has wrapped up, CEO Challenges has forwarded charitable donations to two causes. A portion of proceeds from each CEO's registration fee collected throughout the year was donated to the Challenged Athletes Foundation and the Blazeman Foundation, raising \$7,500 and \$6,300, respectively, for the foundations. The Challenged Athletes Foundation provides opportunities and support to people with physical disabilities so they can pursue active lifestyles through physical fitness and competitive athletics. The Blazeman Foundation is dedicated to improving the quality of life of those living with Amyotrophic lateral sclerosis, better known as Lou Gehrig's disease.

CEOs at this year's events were supported by property and casualty insurance provider **AIG Private Client Group**, and health care provider **CIGNA**. CEO Challenges was also supported by *BusinessWeek*; who provided 4-full page Ads in their global magazine; CapitalValue M&A, who provided strategic planning advice; Fortis Riders, providers of limousine service to the CEOs; eyewear provider Zeal Optics; and racing uniform provider Zoot Sports.

In early 2009, participants can look forward to a CEO Skiing Challenge in Vail, Colo.; new CEO Challenges in Golf and Hockey; the first Triathlon Challenge at St. Anthony's in St. Petersburg; and many more, no matter the athletic interest. For a complete list of events in 2009, visit www.ceochallenges.com.

About CEO Challenges (www.ceochallenges.com)

CEO Challenges is the world leader in sport competitions designed specifically for CEOs. The firm's goal is to find the world's best CEO in several sports. Founded in 2001 with the CEO Ironman Challenge, CEO Challenge has expanded to include CEO Triathlon, Golf, Cycling, Marathon, Fly Fishing, Sailing, Hockey, Driving, Skiing, Fitness and Tennis Challenges in settings worldwide.