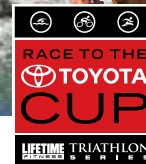


Where The World Comes To Race™
AUGUST 27-29, 2010



CHICAGO TRIATHLON



2010 CHICAGO TRIATHLON PRO TRIATHLETE INFORMATION PACKET

Dear Professional Triathlete,

Scheduled for the weekend of August 29th, the 28th running of the Chicago Triathlon, the world's largest, will attract top triathletes, the Chicago media and tens-of-thousands of spectators to our spectacular downtown Chicago course. The race is sanctioned by USA Triathlon and remains "draft-free," with the pros competing on the same International distance bike course as the age-group athletes. **The Pros start 1 hour & 45 minutes after the start of the last age group wave thus alleviating most of the congestion on the bike course.**

PLENTY OF OPPORTUNITIES FOR SELF-PROMOTION

SPONSOR/VIP WELCOME PARTY

Presented by Triathlete Magazine, Competitor Magazine and CAPRI Events, our party for Event sponsors, professional triathletes and Expo exhibitors takes place on Friday evening from 8:30pm – midnight. The Party is a great chance to relax, partake in an incredible feast, share a few moments with top Industry professionals and mix it up with "the competition."

THE FLEET FEET SPORTS SUPERSPRINT TRIATHLON & CHICAGO KIDS TRIATHLON

If you can spare a bit of your morning, we know the kids and novice triathletes would enjoy having you at their Saturday morning event. The Kids and SuperSprint triathlons take place at the lakefront beach at Foster Avenue, just, 7-miles north of the Hilton Chicago. If you are available, please let us know when you pick up your race registration packet so we can make arrangements to shuttle you to and from the race site, or you are welcome to bike up on the lakefront bike path.

THE CHICAGO TRIATHLON

As a participant in the Chicago Triathlon, you will be included in a field of many of the world's top professional triathletes. The swim takes place in Monroe Harbor, with the two-lap (draft-free) bike on North Lake Shore Drive, and run through the Museum Campus to finish on Columbus Boulevard to finish in front of thousands of spectators.

CHICAGO TRIATHLON POST-RACE PARTY & AWARDS

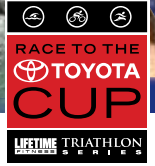
Be sure to stick around for the Post Race Party with plenty of free food, drink & live entertainment for 10,000 athletes, friends, family, and volunteers. The Party is open from 8:30am and wraps up at 3:30pm with Pro awards scheduled for 2:30pm. If possible, please plan your travel accordingly.

PUBLIC RELATIONS

Bringing attention to the Pro race is one of our top priorities. If you register early and provide us with your resume and photos, we will put forth our best effort to include you in pre-race print and broadcast media opportunities. Following the race, interviews will take place at the media zone adjacent to the finish line and the VIP Hospitality Tent.

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CHICAGO TRIATHLON



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REGISTRATION REQUIREMENTS

PROFESSIONAL TRIATHLETE QUALIFICATIONS

To race as a Pro in the Chicago Triathlon, you must meet one of the following criteria:

- USA Pros: Hold a current USA Triathlon Elite Card.
- Canadian Pros: Hold a current Canadian Elite Card.
- Countries other than USA or Canada: Hold a current Elite Card or purchase a USAT one-day permit.

REGISTER TODAY!

If you are planning to register for Chicago 2010 online, visit www.chicagotriathlon.com, click the registration tab at the top, click "Pro Registration" on menu at the left, and finally, click "register now" button. To register by mail, complete and send the attached Pro Application along with your check made payable to CAPRI Events to the address at the top of the application. All mail-in and online entries must be received by August 14, 2010.

Questions? Please contact Pro Coordinator Anita Kalhan at ChicagoTriPros@yahoo.com, or you may leave Anita a message at 773-339-4846.

Thanks, and we look forward to seeing you in August!

Nick Lynch
Event Director

Trudy Wakeman
Race Director

Colin Cybulsky
Athlete Relations

Anita Kalhan
Pro Coordinator

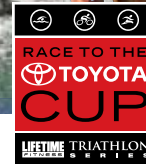


CAPRI
CREATIVE & PRODUCTION RESOURCES, NC.

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CHICAGO TRIATHLON



EVENT INFORMATION

COURSE INFORMATION

The Men's Pro Race starts at 11:57am with the female Pros starting 12:00pm. The race is draft-free, with the pros on the same course as the International distance age group competitors. The Pro transition is separate from the age group transition.

NEW IN 2010

We have made a number of improvements to help ensure a safe and competitive race including:

- We will be enforcing a strict age group division cut-off to open up the bike course.
- We will add a dedicated moto-escort for the first lap of the bike.

These two critical course amendments will significantly reduce age-group bike traffic, thus facilitating a safer bike course for the Pros.

ACCOMMODATIONS

Our Host Hotel is the Hilton Chicago, which is also the site of our Expo on Friday and Saturday. The Hilton Towers is offering a special Pro Triathlete rate of \$119 per night, single or double occupancy. The deadline to reserve a room at this very special rate is August 1, 2010. Call 312.922.4400 and use the **Group Code: MTC**.

A limited number of home-stays are available for Pro triathletes. If you are interested, please email Anita at ChicagoTriPros@yahoo.com or check the home-stay box on the attached form. Space is limited, and allocated on a first-come first-serve basis ending August 1st.

PRO PRIZE MONEY & AWARDS

PRIZE MONEY

We will be awarding a total of \$65,000 in prize money. The prize money will be divided equally between men and women as follows:

1st Place	\$10,000	6th Place	\$ 2,000
2nd Place	\$ 6,000	7th Place	\$ 1,800
3rd Place	\$ 4,500	8th Place	\$ 1,200
4th Place	\$ 3,000	9th Place	\$ 900
5th Place	\$ 2,500	10th Place	\$ 600

GATORADE PRIMES

We will be awarding \$2,000 in Gatorade Primes as follows:

- Swim Prime: \$500 to the 1st male and 1st female Pro to pass under the Swim Finish banner.
- Bike Prime: \$500 to the 1st male and 1st female Pro to pass by the Bike-In banner at transition.

US TAX REGULATIONS

Cash awards are subject to US taxes. You must provide proof of a valid US Social Security number and sign an affidavit when you pick up your race packet to avoid the 30% US IRS withholding. You will be required to fill out an appropriate tax form (W-9, W-8, etc.) before collecting your race packet.

