



## News

### For Immediate Release

18 October 2007  
Phuket, Thailand

## Herbalife Challenges Businesses to Enter the 2007 Laguna Phuket Triathlon Corporate Challenge Team Relay

Herbalife International (Thailand) Ltd is once again challenging companies to sponsor teams to compete against their team in the Herbalife Corporate Challenge Team Relay at the 2007 Laguna Phuket Triathlon. Renowned as Southeast Asia's premier multi-sport event, this year's Laguna Phuket Triathlon expects to welcome over 1200 competitors in all the races which will take place on 2 December at the resort.

Last year's event saw young and aspiring pro triathlete Reinaldo Colucci (BRA) end the decade-long Australian domination of the pro men's championship title and also set a course record of 2:30:58. The Herbalife Corporate Challenge Team Relay was won by the Raj Pracha Samasai Foundation team. Second place went to the Herbalife Liffort team, followed by the Phuket Hash House Harriers team. The winning teams of the Corporate Challenge Team Relay each won USD1000, USD750 and USD500, respectively. This will be the second year that the relay teams will be competing for prize money, courtesy of Herbalife.

Corporate teams must comprise three athletes – a swimmer, cyclist and runner, all above the age of 18, either the same gender or any combination of male/female. Participants must be fit and trained for the disciplines and distances required, as they will be competing over a gruelling 1.8k swim, 55k bike and 12k run course.

The 1.8k swim course at the Laguna Phuket Triathlon is unique in that it comprises two bodies of water. The new swim start will be on the beach at the Laguna Beach Resort. Athletes will swim the first 1200 metres in the sea before sprinting 100 metres across the beach to swim the last 600 metres in a lagoon.

Minor changes have also been made to the 55k bike course, which leads competitors from Laguna Phuket to the north of the island past tropical jungles, rubber plantations, beach front and local villages.

The race start has been changed to 7am with two start waves. The first wave start will be open to all non-relay swimmers. The second wave start, scheduled for 07:10am, will be for all relay swimmers and any individuals who opt into this less-crowded wave.

Corporate relay team sponsorship packages are available from USD300 to USD1800 depending on inclusions which range from race entry and awards banquet tickets for three persons to accommodation at one of the Laguna hotels, airport transfers and even branding opportunities at the event.

Registration is available online only at [www.lagunaphukettriathlon.com](http://www.lagunaphukettriathlon.com). Race organisers are limiting the number of teams competing in the Herbalife Corporate Challenge Team Relay to 50 teams, over half of which have already registered. For further information, please contact the race office at +66 76 324 060.

- End -

Media Contacts  
Tel: +66 76 324 060  
Fax: +66 76 324 061

**Ms Nattira Anakasiri**  
Public Relations Manager  
[nattiraa@lagunaphuket.com](mailto:nattiraa@lagunaphuket.com)

**Ms Naravadee Swangridht**  
Public Relations & Advertising  
Manager  
[naravadees@lagunaphuket.com](mailto:naravadees@lagunaphuket.com)

**Ms Debbie Dionysius**  
Director of Destination Marketing  
[debbied@lagunaphuket.com](mailto:debbied@lagunaphuket.com)

Online media centre at  
<http://media.lagunaphuket.com>

[www.lagunaphuket.com](http://www.lagunaphuket.com)



**HERBALIFE®**

### *Note to the Editor*

*Laguna Phuket is Asia's finest destination resort, a collection of deluxe hotels: Banyan Tree Phuket, Dusit Thani Laguna Resort, Laguna Beach Resort, Sheraton Grande Laguna Phuket and Allamanda Laguna Phuket, which all share 600 acres of tropical parkland and three kilometres of beach frontage with the Laguna Phuket Golf Club, Canal Shopping Village, Banyan Tree Spa, four Angsana Spas, Laguna Wedding Chapel and Quest Laguna Phuket Adventure, a leading corporate training and outdoor recreation facility.*