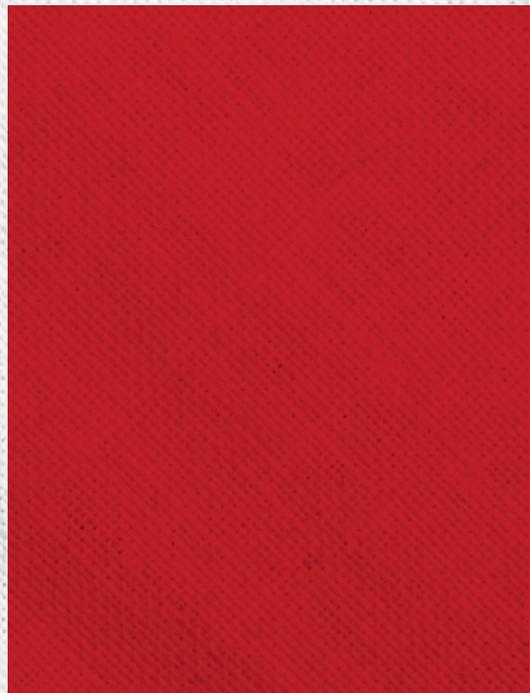
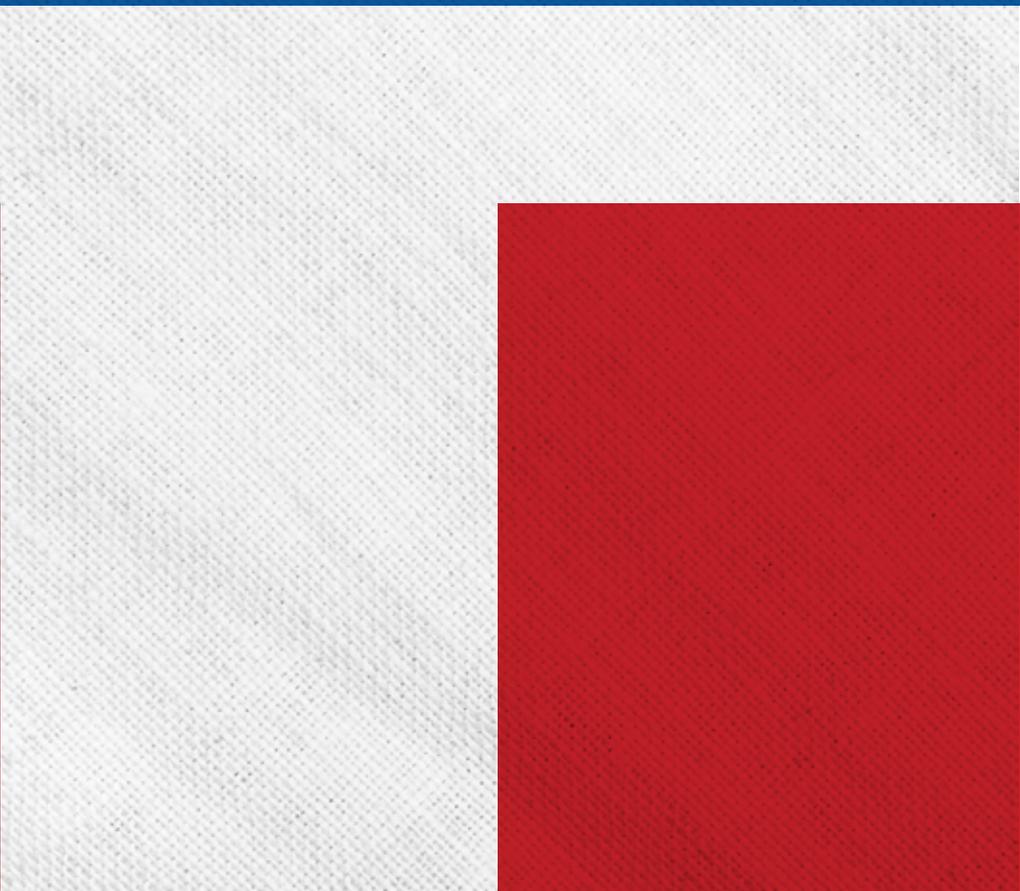
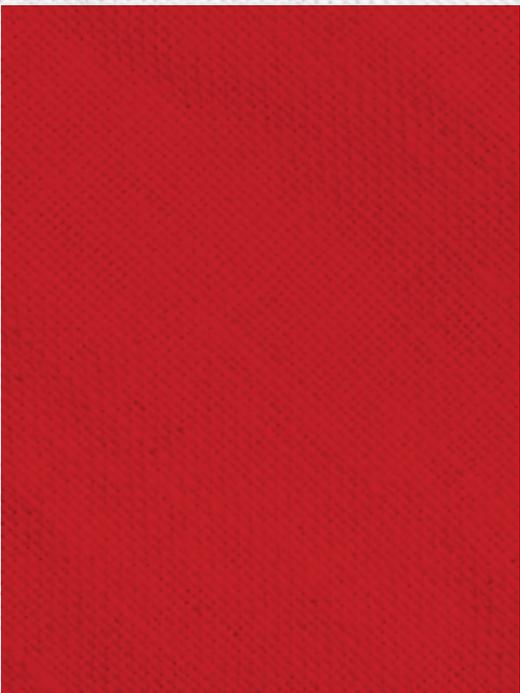


TIMOTHY
O'DONNELL
AMERICA'S TOP TRIATHLETE





NAME

Timothy O'Donnell

HOMETOWN

Shavertown, PA
Resides: Boulder, CO

EDUCATION

United States Naval Academy - MS
University of California, Berkeley - MEng

A triathlete in a USA-themed cycling jersey (red, white, and blue with stars and stripes) is celebrating a victory. He is wearing a cap and sunglasses, and has his right arm raised in a gesture of triumph. The background shows a crowd of spectators and an American flag.

PROFESSIONAL CAREER MILESTONES

3rd (Top American) Ironman World Championships (2015)

Ironman Champion

ITU Long Distance World Champion

27 Professional Wins

58 Professional Podiums

3x USA Triathlon Non-Drafting Athlete of the Year (2009, 2010, 2015)

2x Top American Ironman World Championships (2013, 2015)

2x Top American Ironman 70.3 World Championships (2010, 2012)

Ironman US Pro Champion (2011)

2x Ironman 70.3 US Pro Champion (2010, 2012)

6x Armed Forces National Champion (2003-2008)

3rd Ironman 70.3 World Championships, (2010)

2nd ITU Long Distance World Championships (2010)

USA Triathlon Under-23 National Champion (2003)

Ironman PR 7:55:56 (2015)

RUN FASTER OFF THE BIKE: A GUIDE TO RACE PACING

THE WORLD'S #1
TRIATHLON MAGAZINE

triathlete

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both mind and body
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ULTIMATE
PAIN CAVE**
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**FREE
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How to draft
the right way

TIMOTHY O'DONNELL
AMERICA'S TOP GUN IN KONA

YOU CAN BIKE WITH THE BEST

INSIDE TRIATHLON



GOLD
MEDALIST'S
TRAINING
ADVICE

10
RECOVERY
TRICKS

*TIM O'DONNELL:
AMERICA'S NEXT
GREAT HOPE
FOR HAWAII IRONMAN

HOW TO
FIND THE
RIGHT
DOCTOR

T.O. IN THE MEDIA

2015 Ironman World Championships Broadcast
5.5 million views

Outside Magazine

My Body section / October issue 688,000 readers

AskMen.com

Monthly blog series / 12 million monthly site visitors

2014 Ironman World Championship broadcast
1.2 million viewers

Triathlon Film Documentary

In production

Triathlete Magazine

Cover photo / 61,227 Circulation

Inside Triathlon Magazine

Cover photo / 600,000 Circulation

Garmin 920XT Campaign - Primary athlete

Social Media

Facebook, Twitter, website, quarterly e-mail newsletter

IN ADDITION TO TIMOTHY O'DONNELL'S SUBSTANTIAL ACHIEVEMENTS IN SPORT, HIS BACKGROUND AND MARKETABILITY, HAVE MADE HIM A SOUGHT-AFTER, MEDIA-FRIENDLY SPOKESPERSON FOR CORPORATE BRANDS, AND THE SUBJECT OF A NUMBER OF RECENT PROFILES.

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BURIED IN AN
Avalanche

TRAPPED IN
Water

PLUS:
 RUBEN FINE
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Alive

The New Rules of Travel
 MOVIES TO WATCH
 100 THINGS TO BUY

Fitness Rx
 THE REAL GEAR PLAN FOR ATHLETES

Secret Superfoods
 SIX WAYS TO GET HEALTHY



My Body

Timothy O'Donnell
 ABOUT 30
 5'10" (180 CM)
 165 LBS (75 KG)
 IRISH, CALIFORNIA

Timothy O'Donnell has been competing in triathlons for over 20 years. He's already one of the best in the world. During the 2012 season he was named Triathlete of the Year. He also took home the Ironman triathlon. Credit the discipline he gained at the U.S. Naval Academy as well as training his brother, who has become a triathlete. O'Donnell will try to add the triathlon to his list of accomplishments. He'll be looking for a new challenge in the triathlon world.

PHOTO: GUY LAWRENCE

OF THE BEST 57

Timothy O'Donnell
 the Pro Cyclist

CHANGE IS EASY
 the world's lightest interchangeable shields
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PHOTO: GUY LAWRENCE

OUTSIDE MAGAZINE - OCTOBER

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QUALIFIED

Timothy O'Donnell
 Professional Triathlete

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- Log SWIM DRILLS, distance, pace, stroke type and more
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Tim O'Donnell, Ironman, the Triathlete, the Perfect cyclist is already being there.

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Tim O'Donnell
 Ironman Champion

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GREAT ATHLETES RIDE TREK
TIMOTHY O'DONNELL



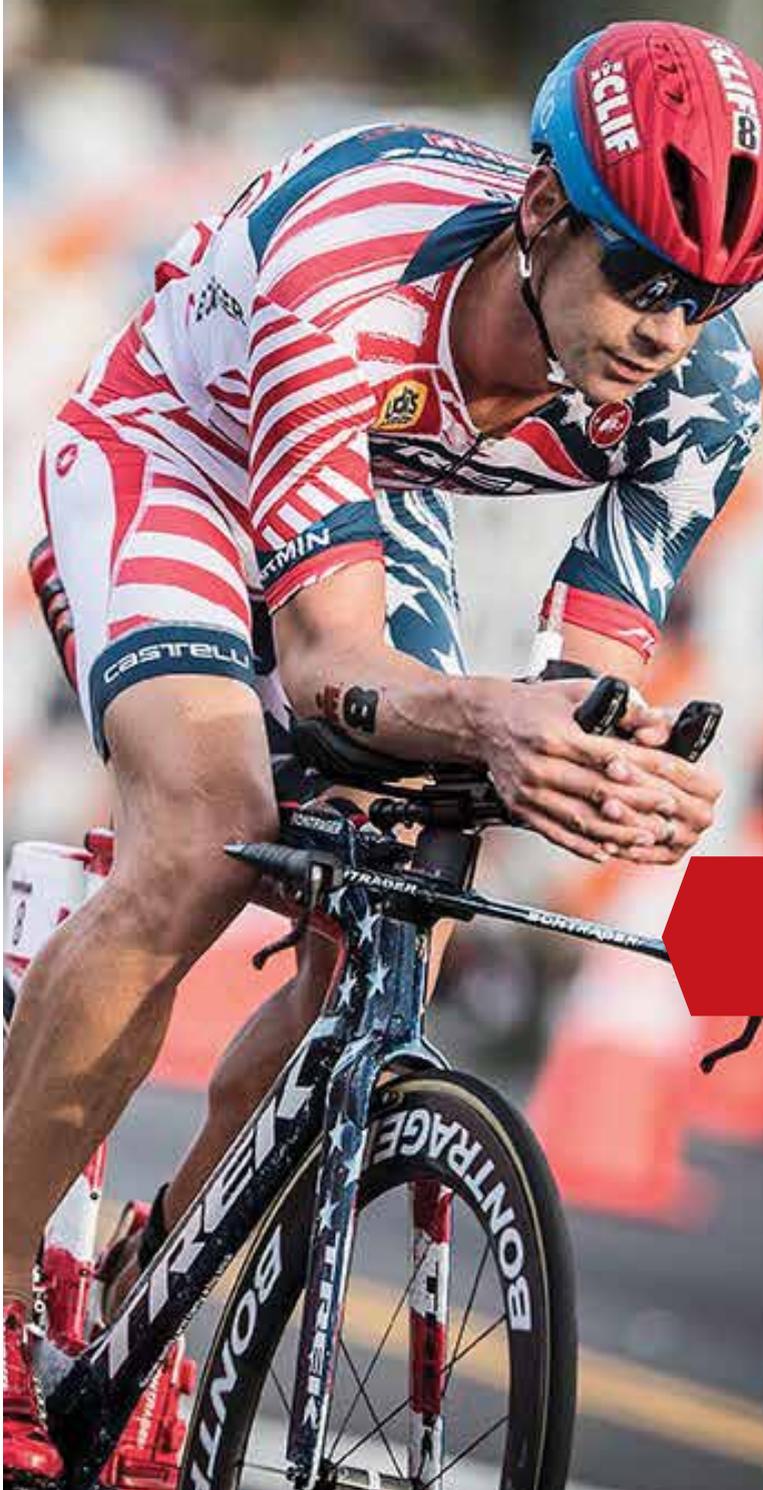




TRIATHLON

THE SPORT OF HIGH ACHIEVERS:

- Double digit participation increases over the last 7 years
- Worldwide television audience of more than 325 million
- College educated participants - many with advanced degrees
- Goal-oriented, accustomed to success
- Aspirational - to hear the words "You are an Ironman!"



TRUTH ABOUT TRIATHLETES

Triathletes are affluent

Average household income of Ironman Triathlon Participants is \$247,000 a year

They spend substantially on sport and luxury items

They travel widely for competition

Triathletes Hit The Luxury Marketer's Sweet Spot

Average age: 40

68% Male 32% Female

Home Owners: 83%

University Educated: 92%

44% of IM athletes influence financial decisions at their place of business

14% of them are executives and C-level roles

39% work at companies with > 1,000 employees

HOW TRIATHLETES COMPARE WITH PARTICIPANTS IN OTHER BLUE CHIP SPORTS:

Triathlons are everywhere...

Over 3,500 USAT-sanctioned events, plus thousands more local, non-sanctioned competitions.

★ **Ironman Triathletes: \$126,000 annually**

• Golfers: \$108,000 annually

• Tennis Players: \$81,000 annually

★ **25% of triathletes earn more than \$200,000 annually**



timothydonnell.com