

FOR IMMEDIATE RELEASE

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RUDY PROJECT SIGNS PRO TRIATHLETES HILLARY BISCAY AND MEREDITH KESSLER

Ironman Champions Biscay and Kessler Join the Rudy Project Family

DENVER, CO – They've completed almost 100 Ironmans combined, they were both college athletes, they are best friends who can finish each other's sentences, and now they're both Rudy Project sponsored athletes. Rudy Project is proud to announce that it has signed Ironman Champions Hillary Biscay and Meredith Kessler as their official helmet and sunglass sponsor.



After competing in the 2000 US Olympic Swimming Trials (200-meter breaststroke), Biscay quickly turned to triathlon, spending her first 4 years in the sport competing as an amateur. During the past 11 years, she's raked in 52 Ironman finishes, including a win at Ironman Wisconsin in 2008. Having her sights on another Ironman win for 2012, she's a force to be reckoned within the sport of triathlon.

When asked how triathlon has impacted her relationship with Kessler, Biscay responded, "I remember racing Ironman Louisville in 2010 – it was a horrible race for me – and with an IV hooked up to my arm, feeling completely drained, I kept asking for updates on Meredith as she was winning Ironman Canada. Her win turned my bad day into a great day!"

Kessler didn't start her journey as a professional triathlete, rather, she spent almost a decade racing as an amateur, eventually knocking off more than 2 hours off of her debut Ironman time. Like her best friend, Kessler too hopes to rack up another Ironman victory this year and is excited to be a part of the Rudy Project team. "The quality of Rudy Project is unmatched. This is the first sunglass I've worn that I don't have to switch between the bike and the run," proclaimed Kessler. "And the helmets are much lighter than I'm used to wearin - I barely feel like it's on!" she added.



Rudy Project sponsors hundreds of other renowned athletes, organizations and teams, including USA Triathlon, US Rowing, Pro Cycling Team Liquigas Cannondale, Triathlon Club of San Diego, professional triathletes Michellie Jones and Andy Potts, and hundreds more.

About Rudy Project

Rudy Project designs and manufactures hi-tech sunglasses, goggles and helmets by applying the most advanced science and technology. Designed and made in Italy, Rudy Project has been distributed throughout North America since 1998. Rudy Project is known for providing the absolute best prescription eyewear for athletes and outdoor enthusiasts around the world. In addition to Rudy Project's unparalleled customer service standards, its products are always on the cutting edge of technological innovations, using its superior lens technologies – ImpactX™, Polar 3FX™ and RP Optics™. Rudy Project offers a Lifetime Replacement Lens Guarantee and 3 year frame warranty. Learn more about Rudy Project at www.e-rudy.com.