



VIRGIN ACTIVE ANNOUNCES THREE YEAR SPONSORSHIP OF THE VIRGIN ACTIVE LONDON TRIATHLON

Virgin Active Health Clubs today announces a three year deal to become the title sponsor of the newly named 'Virgin Active Health Clubs London Triathlon'. The annual IMG Challenger World event, set in London's Docklands, sees over 13,000 participants swim, cycle and run around a specially designed course that winds through some of London's most famous landmarks such as Big Ben, Tower Bridge and the London Eye. Next year's event will take place on 30th and 31st July.

Commenting on the partnership, Virgin Active's Chairman, Richard Baker said; "Virgin Active is very proud to be supporting the London Triathlon, given how well it fits with the core sports replicated in our clubs.

This is the world's largest event of its type, and its reputation as the fastest growing Olympic sport allows us to encourage a wide range of people of all fitness levels, from beginner to elite, to get involved and try it for themselves. We are aiming to dispel the myth that you have to be an elite athlete to participate and it's our aim to grow the Triathlon sport through many of our club's fun offerings including a national indoor Triathlon in 2011. "

In the lead up to the event, Virgin Active will be launching a series of triathlon related fitness products and will be helping its participating members to train and prepare. They will also be offering a large quantity of highly sought after event places for members. During 2011 indoor triathlons aimed at children and families will take place at Virgin Active's 71 health clubs across the UK and its 122 clubs in South Africa, Italy and Iberia.

Senior Vice-President of IMG Events Julian Brand added; "Every year this event grows in stature and we are delighted to have Virgin Active Health Clubs on board as we continue this journey. 2011 will be the 15th year of the London Triathlon and we have the ideal partner to help

the many thousands of participants from across the UK and internationally get ready for the world's largest triathlon.”

Virgin Group founder Sir Richard Branson added: “The Virgin Active London Triathlon is set to be not only a really fun event, but also a great way for people of all fitness levels to get involved in sport and exercise. Virgin Active will of course be helping me and their members, many of who have signed up alongside me, shape up for the big day. I hope they don't show me up too much!

Following on from the marathon, it will be a chance for me to take on my children - Holly and Sam - who I'm sure will be keen as ever to beat their dad! Not sure butterfly wings will work on a bicycle though - I'll have to get more creative!”

For more information and to book your place at the 2011 Virgin Active Health Clubs London Triathlon visit www.thelondontriathlon.co.uk

Contacts:

For more information about Virgin Active Health Clubs, please contact Michael Hickson michaelh@borkowski.co.uk or Kathryn McAuley kathryn@borkowski.co.uk at Borkowski on 020 7 404 3000 or virginactive@borkowski.co.uk

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Ends

Notes to Editors

Virgin Active Health Clubs

Virgin Active is a leading global health club operator, operating 192 fitness clubs in the UK, South Africa, Italy, Spain and Portugal. Since being formed in 1999 Virgin Active has achieved ten consecutive years of revenue and profit growth with 2009 EBITDA increasing to £101.1m, 18% ahead of 2008. Virgin Active's success has been built on a strategy that focuses on three key success factors:

Location - we use precise demographics to ensure our clubs are situated in large catchments where we know the demand will support building large facilities;

Value - large facilities allow us to drive economies of scale which provide us the opportunity to offer outstanding value for money to our members by providing comprehensive multi-use facilities at competitive prices;

Service - We are a dynamic business with one of the world's most recognisable global brands, which enables us to attract great people who are very passionate about customer service.

Virgin Active intends to open 35 to 45 new clubs in the next five years.

For more information, please go to www.virginactive.co.uk

About IMG Challenger World

Challenger World owns and delivers a wide range of events across triathlon, running, cycling and intelligent sport categories, attracting over 40,000 participants annually in the UK.

Events

IMG Challenger World represents five events in the UK and 24 events globally.

Run to the Beat - Run to the Beat is London's first half marathon and the UK's first music marathon. This unique event starts and finishes at The O2 in Greenwich, with the route passing through three Olympic venues. Live music will be played at strategically placed points around the course to help motivate competitors.

Virgin Active Health Clubs London Triathlon - The London Triathlon is the world's largest triathlon with over 13,000 entrants annually. The event attracts everyone, from Elite athletes to complete novices, either as individuals or as part of a team, and raises over £2million for charity annually.

Blenheim Triathlon - The Blenheim Triathlon is the UK's second largest Triathlon, with over 5,000 competitors taking part. The event takes place in the stunning Blenheim Palace, a World Heritage Site. The triathlon continues to attract new participants each year and is a great race for those new to triathlon, or those who are starting off their season.

Macmillian Cancer Support Etape Caledonia - The UK's first and only closed road mass participation cycling event. The event appeals to cycle club enthusiasts, recreational cyclists, gym members and those looking for a new physical challenge in the stunning highland Perthshire.

Sky Ride Etape Hibernia - Sky Ride Etape Hibernia is a closed road cycle event, taking in 82 miles of breathtaking scenery in County Clare, West Ireland on 22nd August 2010.

More information is available at www.imgevents.co.uk