

# FIRST ENDURANCE

## Sponsors Greg and Laura Bennett Again in 2008

Nov 28th, 2007 – Salt Lake City, Ut – First Endurance is pleased to announce they will continue their relationship with Greg and Laura Bennett thru 2008. Greg and Laura rewrote the triathlon record books several times in 2007 by dominating the Olympic Distance race scene. The Bennetts started using the First Endurance system in early spring and have been on fire ever since. They both agree First Endurance played a big role in their 2007 success, which included seven Pro wins between the two.

“In 2006 we researched all the nutrition companies and products available. It was clear that First Endurance made the highest-quality and best endurance nutrition products on the market,” explains Greg Bennett. “Laura and I tried the First Endurance products and were hooked instantly. We are very happy with the First Endurance products and what they’ve done for our health, performance and recovery.”



### Greg's 2007 Results

- 1st New York Triathlon\*
- 1st Los Angeles Triathlon\*
- 1st Chicago Triathlon\*
- 1st Minneapolis Triathlon\*
- 1st Dallas Triathlon\*
- 1st \*Super Series Winner†
- †\$420,000 record prize purse



### Laura's 2007 Results

- 1st Hy-Vee Triathlon†
- 3rd Beijing World Cup
- 3rd ITU World Championships
- †\$200,000 record prize purse

#### About First Endurance:

First Endurance proudly sponsors Michael Lovato, Josiah Middaugh, Heather Gollnick, Greg and Laura Bennett, Seth Wealing and other top professional triathletes. These triathletes work closely with First Endurance on new product development. Input and trials from the First Endurance athletes are used to develop new products like PreRace, OptygenHP and the EFS liquid shot, which will be introduced in 2008.

#### 1st Endurance Proudly Sponsors

