

# FIRST ENDURANCE

## Heather Gollnick Chooses First Endurance Again for 2008

Nov 28th, 2007 – Salt Lake City, Ut – First Endurance is proud to announce they will expand their relationship with five-time Ironman Champion Heather Gollnick thru 2008. Gollnick, who has been with First Endurance for three years now, had her most successful Ironman racing season in 2007. She won two Ironmans, a ½ Ironman, had numerous podiums and set an Ironman personal record. “Over the last three years, I’ve gained a lot of confidence in First Endurance and what they stand for as a company. Without question First Endurance offers athletes the finest and most-effective endurance nutrition available. I used Optygen and MultiV for 12 weeks leading up to my Ironman win in Louisville, turning in a PR of 9:23. Quite Simply - these products work. There are also a lot of important additional benefits to being involved with First Endurance. Not only are the products themselves fantastic, they also provide me with first-class customer service,” explains Gollnick, who will add Ultragen and EFS to her nutrition program for 2008.

Gollnick is in the prime of her racing career and manages the IronEdge Ironman camps. Heather’s focus in 2008 is to keep winning Ironmans and share her knowledge with athletes at her camps.



### 2007 Results

- 2nd Pucon, Chile ½ Ironman
  - 2nd Ironman New Zealand
  - 1st Ford Ironman Arizona
  - 1st Mountaineer ½ Ironman
  - 3rd Lake Stevens 70.3
  - 4th Spirit of Racine ½ Ironman
  - 1st Ford Ironman Louisville\*
  - 11th Ford Hawaii Ironman Championships
- \*PR-9:23

#### 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

