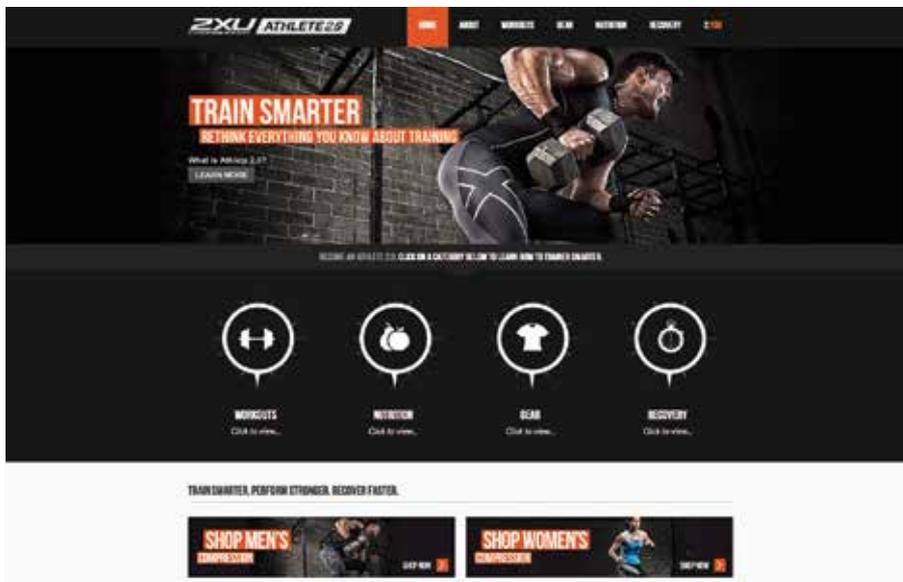


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NEWS AND LAUNCHES

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2XU LAUNCHES INTERACTIVE ATHLETE 2.0 CAMPAIGN AND SWEEPSTAKES

At 2XU we are thrilled to announce the launch of Athlete2-0.com, an interactive microsite with practical, engaging tips for the "Athlete 2.0" – the athlete, from weekend warrior to world class champion, who utilises technology and the latest scientific findings to train smarter, not harder. Launched across Australia and the United States, 2XU's Athlete 2.0 is an online hub embodying the brand's unyielding passion to multiply athletic performance through world-class apparel and equipment; delivering the tools required to meet the ideal of achieving personal athletic excellence.

Within the Athlete 2.0 site and its four portals – GEAR, RECOVERY, WORKOUTS and NUTRITION, consumers will have access to exclusive fitness advice and research findings from acclaimed industry experts and 2XU Ambassadors including the likes of Dr. Shona Halson (Head of Recovery, Australian Institute of Sport), Natalie Cook (5 x Olympian and Gold Medallist), Jenny Kalmbach (Pro Standup Paddleboarder and 2011 SUP Awards Female Paddler of the Year) and Rick Hagedorn (Pro Speed and Sports Performance Coach) among many others.

A fifth Athlete 2.0 portal, 2.YOU, will also encourage fan-generated content by way of Twitter and Instagram images hashtagged with #trainsmarter #2XU, showcasing 2XU Compression technology being utilised to enhance performance. To encourage posts, 2XU will award a 2XU prize to one outstanding #trainsmarter #2XU image posted every week.

Offering the ultimate, industry-leading tools for premium performance, the Ultimate Athlete 2.0 Upgrade Pack includes \$1000 in 2XU Compression apparel, a SUUNTO Ambit 2S, Oakley Radar Lock sunglasses, and a GoPro HERO3 Black Edition camera.

"2XU has a passion for performance and results," said 2XU Co-founder Aidan Clarke.

"Although our garments are undoubtedly essential equipment for our customers, the 2XU Athlete 2.0 experience enables us to engage further with their lifestyles through training and other key aspects of their overall performance equation."

www.2XU.com

POWERMOVE HEADPHONES KLIPSCH IMAGE A5I SPORT HEADPHONE RRP \$199



AT's Stef Hanson took the top-of-the-range Klipsch Image A5i Sport Headphone out for a trial run.

I train for long course triathlon, and spend a lot of time training alone, so I need – and I mean really need – to be constantly entertained. I always have music playing. One of the great things about these headphones is the three-buttoned remote. When a song comes on that has been played to death or just isn't the right tempo for me, it's a quick fix.

I'd like to think that my running is smooth, and I just glide across the bitumen, but in reality the horizon is constantly bobbing up and down. So the wrap-around earpiece is perfect for making sure there are no stray earpieces.

I also spend a lot of time changing in and out of different clothes, from work to training and back again. It means that my training bag is an array of bathers, shorts, waif socks, wet towels, sunnies and earphones. The beauty of these earphones is that they are robust and moisture resistant. They can handle being thrown in amongst the rest of your triathlon gear without a problem.

One last thing, like most other triathletes I live a hectic life, so phone calls are often made on the go. The Klipsch Image A5i Sport Headphones come with an inbuilt mic in the remote which clips onto your top so that you can make phone calls as you run.

Also available:
**SOUL run free bluetooth
headphone, RRP \$109**
**Klipsch Image S4i Rugged
in-ear headphone, RRP \$149**