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FuelBelt Athletes Defend World Titles and Break Record at Ironman World Championship in Kona

Barrington, RI — FuelBelt, Inc. enjoyed another dominant presence at the Ford Ironman World Championship in Kailua Kona, HI on October 10. This year FuelBelt was honored to have its products used by four out of the top five professional men, including men's champion Craig Alexander and women's champion Chrissie Wellington, who broke Paula Newby Fraser's 16 year old Kona record. FuelBelt was also represented by ten female finisher, Dede Griesbauer.

Coming first across the line was Craig Alexander, in his time of 8:20:21. With a 2:48 marathon, Craig ran his way from 10th place off the bike to the win, wearing a Helium 2 Bottle Belt. His marathon was the fastest of the day. Chris Lieto came in second after leading the race for most of the day, up to mile 21 of the marathon. Training in Mammoth, CA with top American runner Ryan Hall, the famously fast cyclist Lieto upped the ante of his run with a 3:02 marathon after a 4:25 bike, the fastest of the day. Crossing in 4th was Chris McCormack, who had slowed to a walk at one point during the run with cramps, but valiantly toughed out a 2:56 marathon for his top 5 finish. Coming off a devastating crash just 6 weeks earlier, Andy Potts defied all odds and finished 9th in only his second Kona appearance. And 2008 70.3 World Champion Terenzo Bozzone, in his first Kona appearance, finished in 11th place.

As 2-time defending world champion, Chrissie Wellington was nearly impossible to beat. With a 4:52 bike that was 10 minutes faster than the next fastest female bike, Chrissie followed it up with a 3:03 marathon. Her time of 8:54:02 is the new course record, and beat Paula Newby Fraser's record which stood for 16 years. After a solid performance near the top of the field all day, Dede Griesbauer finished in 9th place as the top American female. This is Dede's third year in a row in the top ten at Kona.

Special mention goes to Lisbeth Kenyon of Barrington, RI. She took the lead of the F40-44 age group on the bike and never relinquished it. She's a wife and mom of three kids, and a member of the FuelBelt Race Team.

Other notable FuelBelt athletes include Luke McKenzie (15th), Ronnie Schildknecht (18th), Cameron Brown (22nd), Matt Lieto (39th), Petr Vabrousek (48th), Cait Snow (15th), Heather Gollnick (25nd) and Kim Loeffler (36th).

FuelBelt, Inc. is proud to be recognized as the best hydration products available on the market. In Kona, where the best athletes in the world descend on the island for one week, FuelBelts were used by 95% of athletes who chose to carry their nutrition and hydration needs with them.

About FuelBelt, Inc.

FuelBelt, Inc. is the world leader in hydration belts and accessories. Founded in 1998 by 7-time Ironman World Championship participant, Vinu Malik, FuelBelt continues to evolve to serve the needs of athletes, from runners to cyclists, to competitive triathletes such as Ironman World Champions Craig Alexander and Chrissie Wellington. FuelBelts have been used to break world records, personal bests, and have even been used at the Olympic world stage, where every effort and every second counts. For more information, please visit www.fuelbelt.com.



Men's champion Craig Alexander wearing a FuelBelt Helium 2-bottle belt.