



MEDIA RELEASE
FOR IMMEDIATE RELEASE

DALLAS, Texas. December 23, 2014 — ROKA Sports, Inc. is pleased to announce a multi-year sponsorship agreement with Pacific Sports, LLC, the producers of some of the longest running triathlon events in the United States including the Cleveland Triathlon (29 years), the Newport Beach Triathlon (38 years) as well as the Rose Bowl Half Marathon, Brooklyn 15k, Triathlon Eugene, Long Beach Triathlon, Herbalife Triathlon, and the U.S. Open Triathlon in Rockwall, TX.

Pacific Sports President, Jack Caress said, "We are excited to work with such an innovative and dynamic brand that is fully engaged in the sport of triathlon. ROKA's commitment to the sport mirrors our desire to have a premier brand activating at our many events across the United States. We are proud to align ourselves with ROKA and really look forward to a long-term partnership."

Ryan Dolan, Vice President of Sales & Marketing at ROKA added, "Jack Caress and Pacific Sports have been putting on world-class events for a long time, and we are thrilled to have the opportunity to support such a well-respected organization. Over the course of our partnership, we look forward to interacting directly with the diverse set of athletes who participate in these events, from first-time triathletes to veteran, top-level professionals."

ABOUT PACIFIC SPORTS

Based in Orange County, Calif., Pacific Sports LLC has been a premier sports consulting firm for 35 years. It specializes in event development, production, management, and corporate sports marketing and development in participatory lifestyle events including triathlon, running and cycling. Pacific Sports currently produces eight events annually, February through October, including the Rose Bowl Half Marathon, Brooklyn 15k, Cleveland Triathlon, Triathlon Eugene, Long Beach Triathlon, Herbalife Triathlon, Newport Beach Triathlon and the U.S. Open Triathlon in Rockwall, TX. The company and its founder, Jack Caress, have produced more than 400 endurance events in the United States, including the 1996 Triathlon World Championships and 12 U.S. Championships.

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ABOUT ROKA SPORTS

At ROKA, we're dedicated to making you faster — faster than you were yesterday, faster than your were last season, faster than your competition. Faster takes hard work, but when you find resonance in the water with your training and equipment there's nothing like it. We call it "Easy Speed" and it feels AWESOME. Lost it? Never had it? No worries. We're here to help.

ROKA was founded in 2011 by two former All-American swimmers from Stanford University, who, after being frustrated by the offering on the market, set out to make the fastest wetsuits on the planet. After two years of intense R&D, and testing by athletes of all abilities, ROKA launched its patent-pending Maverick wetsuit, Viper swimskin and SIM short training line.

ROKA products were immediately sought out by elite and developing swimmers alike. Over the past two years, professional athletes in ROKA finished First Out of the Water at back-to-back Ironman® World Championships, Ironman® 70.3 World Championships, and ITU WTS Grand Finals, as well as many other races around the world. In 2014, ROKA athletes Javier Gómez and Gwen Jorgensen won three World Championship titles. Together there is no limit to what we can do.

ROKA is based in Dallas, Texas with employees in Southern California, Boulder, Colorado and athletes around the world.

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