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FOR IMMEDIATE RELEASE

**Score This!!! Announces Five-Year Deal
Runner's Remedy Signs Multi-Year Contract for Keuka Lake Triathlon & A Tri In The Buff**

Orchard Park, New York – September 30th, 2011:

A great relationship between Score This!!! & Runner's Remedy has been extended for five more years – as 'Compression + Icing...together at last!' - will be a title sponsor in conjunction with two of Score This!!! Multi Sport Series competitions – Keuka Lake Triathlon & A Tri In The Buff.

Runner's Remedy implements the tradition of Rest, Ice, Compression and Elevation (aka- R.I.C.E) - with four different products that assist in injury healing and prevention.

Vice President of Score This!!!, Richard J. Clark not only is elated with owner, Dave Strassburg of Runner's Remedy – Clark fully supports the product – especially during event production for Score This!!!(tm).

“When you have been moving barriers, tents, timing mats and everything else we move for two to three days at a time – Runner's Remedy products sure do come in handy when you are feeling the effects of working events.” Clark said.

You can access the Runner's Remedy website here – <http://runnersremedy.com>

Score This!!! is entering its seventeenth season producing multisport and running events, and has more than 72 years of experience within its staff. Score This!!! services include MY LAPS ChampionChip timing, online registration, event planning, management, consulting and production. For more information, please visit Score This!!! at – www.score-this.com

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