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FOR IMMEDIATE RELEASE

**Score This!!! Announces Five Year Deal  
The Strassburg Sock 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!!! & The Strassburg Sock has been extended for five more years - as the sock, which gives 'effective relief from plantar fasciitis – achilles tendonitis – tight calves' - will be a title sponsor in conjunction with two of Score This!!! Multi Sport Series competitions – Keuka Lake Triathlon & A Tri In The Buff.

Vice President of Score This!!!, Richard J. Clark not only is elated with having 'The Sock' for five more years, he backs the product and its healing abilities.

“Not only has it been a great partnership between The Strassburg Sock and Score This!!! - it has helped our own transition captain and assistant run course captain with their own issues with plantar fasciitis that they have battling for several years.” Clark said.

Going into its second decade of existence, The Strassburg Sock has been highly touted by major publications in medical science, including the February 2003 issue of Runner's World which included a research study that involved 'The Sock' in the magazine's five ways to treating plantar fasciitis.

You can access The Strassburg Sock website here - <http://thesock.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](http://www.score-this.com)

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