

# FIRST ENDURANCE

## Michael & Amanda Lovato Choose First Endurance in 2008



Jan 14th, 2008 – Salt Lake City, Ut – First Endurance is proud to announce they will expand their relationship with four-time Ironman Champion Michael Lovato thru 2008 and officially add Amanda Lovato as a sponsored athlete. Michael, who has been with First Endurance for three years, earned a second Ironman National Championship title at Coeur d’Alene and matched his best finish at the Ironman World Championships in Kona in 2007. “Many folks have told me that when I hit the mid-thirties, my

body was going to stop recovering as well as it did when I was younger. For the past three years, I have been using Ultragen after every hard workout, and I have to say that I am recovering better than I did in my twenties,” explains Michael, who uses the entire First Endurance system of products for the rigors of Ironman training and racing. “I use MultiV daily and can say I have not been sick or worn down in three years. ”

Over the last three years, Pro Triathlete Amanda Lovato has ‘borrowed’ First Endurance products from her husband to get her through her training and racing. “For years I have really struggled to nail my Ironman race day nutrition. Since I started using the complete First Endurance line, I have been gaining confidence that this will no longer be a problem for me. The staff of experts at FE have offered me invaluable advice on the formulation of my race day plan. I can’t wait to race again!” adds Amanda Lovato, who in 2008 is officially sponsored by First Endurance.

### Michael Lovato Race Results

4th	2007	Buffalo Springs 70.3
2nd	2007	Timberman 70.3
9th	2007	Ford Ironman World Championships-Kona
3rd	2007	Ford Ironman Coeur d’Alene (Ironman National Champion)
3rd	2007	Ford Ironman Arizona
1st	2006	Ford Ironman Arizona

First Endurance proudly sponsors Michael Lovato, Josiah Middaugh, Heather Gollnick, Greg and Laura Bennett, Seth Wealing and other top professional triathletes. These triathletes work closely with First Endurance on new product development. Input and trials from the First Endurance athletes are used to develop new products like PreRace, OptygenHP and the EFS liquid shot, which will be introduced in 2008.

### 1st Endurance Proudly Sponsors

