



## **OUTSIDE MAGAZINE NAMES TRISPORTS.COM AS ONE OF AMERICA'S BEST PLACES TO WORK IN 2009**

*TRISPORTS.COM THRILLED TO BE CHOSEN AS ONE OF THE BEST!*

**Tucson, AZ April 9, 2009** – TriSports.com today was named to *Outside* magazine's ([www.outsideonline.com](http://www.outsideonline.com)) second annual "Best Places to Work" list. TriSports.com was ranked No. 18 out of 30 selected companies. The full list and related story will be published in the May issue of *Outside* magazine, available on newsstands April 14, 2009.

"It's a real honor to be recognized as one of *Outside's* 'Best Places to Work.' Our company has really grown from our garage days and we always envisioned creating an environment where our employees would love to work," says Seton Claggett, President and co-owner of TriSports.com. He adds "To know that we were selected based on what our employees had to say is what makes this so special, and shows that our vision has become a reality." Susan Meeker, HR Manager, commented "We really strive to provide a comprehensive benefits package, which of course includes the usual medical, dental, 401K, profit-sharing, etc; but also incorporates some more unique benefits that we felt were important to our culture – a bike demo program, massage, race reimbursement – these are things that really set us apart to our employees." Vice President and co-owner Debbie Claggett was very excited to hear the news. "The atmosphere here is more family than workplace and everyone here is a part of everything we do. We are so much more than just a store in that we have a lot of involvement in other aspects of the sport. From providing bicycles to underactive children to get them interested in cycling; to producing the Deuces Wild Triathlon Festival through our non-profit company, TriSports Racing, and donating all proceeds to charity; to spearheading TRIFEST, a Multisport expo and conference, our employees all pitch in and take ownership in these events. That's how we try to make a difference and help grow the sport."

*Outside's* "Best Places to Work" list was compiled with the help of the Outdoor Industry Association ([outdoorindustry.org](http://outdoorindustry.org)) and Best Companies Group ([bestcompaniesgroup.com](http://bestcompaniesgroup.com)). The year-long selection process began with an outreach effort that identified a wide range of non-profit and for-profit organizations with at least 15 employees working in the United States. Participating companies were then sent confidential employee-satisfaction surveys and employer-questionnaires to collect information about benefits, compensation, policies, job satisfaction, environmental initiatives, and community outreach programs. All of the results were analyzed by Best Companies Group experts, who selected the 30 companies that best enable employees to balance productivity with an active, eco-conscious lifestyle.

"These 30 companies share a common belief: that the secret to success in any economy is empowering employees to live balanced lives and remain committed to their communities and the environment," said Michael Roberts, Executive Editor of *Outside*. "Our winners know that happy workers are good for the bottom line. So even in the current financial storm, they're offering on-site fitness classes and massage, reimbursements for gym memberships and ski passes, flexible hours, amazing travel benefits, and opportunities for on-the-clock community service."

Early on, Seton and Debbie Claggett decided that they wanted TriSports.com to be more than just another place to buy gear. They began by sponsoring clubs, teams and races, then moved on to sponsoring individual athletes. Over the past 3 years, TriSports.com has given back over \$650,000 to the multisport community in an effort to help grow the sport. TriSports.com sponsors clubs, teams and races all over the world, and has a team of 80 athletes wearing the colors and spreading the word about the company. These athletes are not chosen by athletic prowess alone; many are average athletes who simply love the sport and are very involved,



a requirement of sponsorship. They all must volunteer at races and a lot of them are involved in coaching other athletes, working with children to get them involved in the sport or putting on events. TriSport.com recently added some well-recognized pros to their crew of sponsored athletes – World Champions Andy Potts and Leanda Cave – as well as OUCH Pro Cycling Team.

Most important to TriSports.com is the culture that has been created over the years. The vast majority of employees commute to work on their bicycles, so a commuter program was developed to assist with the gear needed for their bikes by issuing store credit for every mile ridden to and from work. Another great part of the culture is the Fun Squad. The idea behind this was that people need to have fun at work to really be happy, so the Fun Squad plans and executes activities meant simply to be fun! From HORSE basketball competitions to water balloon tosses to game nights, it gives the employees a chance to unwind and have fun together. So much more encompasses the culture, including the company-wide commitment to the environment by reducing energy usage, reusing paper and packing materials and recycling everything possible.

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#### **ABOUT TRISPORTS.COM**

TriSports.com is an industry leader in triathlon, swim, bike and run retail, starting out of the home of Seton and Debbie Claggett in April 2000. Nine years and two moves later, TriSports.com occupies 22,000 square feet of retail, warehouse and office space with 45 employees. TriSports.com is more than just a retail presence, however; the company is also very involved with growing the sport through partnerships with races, clubs, teams and other endeavors like TRIFEST, a season kick-off event that combines a Multisport conference with a health and fitness expo designed to increase awareness of Multisport. TriSports.com has been recognized by Wells Fargo with their Copper Cactus Award for Business Growth (October 2005), by Comerica Bank as one of Arizona's 50 Companies to Watch (October 2008), and Seton and Debbie were recognized as one of BizAZ's Top 35 Entrepreneurs Under 35 (June 2008). Learn more about TriSports.com online at [www.trisports.com/info.html](http://www.trisports.com/info.html).

#### **ABOUT OUTSIDE MAGAZINE**

*Outside* is America's leading active lifestyle magazine, with over two million readers a month. For more than 30 years, the magazine has covered travel, sports, adventure, health, and fitness, as well as the personalities, the environment, and the style and culture of the world *Outside*. Along with receiving many other accolades, *Outside* is the only magazine to win three consecutive National Magazine Awards for General Excellence. Visit the magazine online at [www.outsideonline.com](http://www.outsideonline.com).

#### **ABOUT BEST COMPANIES GROUP**

Best Companies Group was formed in January of 2004, with the purpose of identifying and recognizing best companies around the country. By using state-of-the art survey and indexing tools, BCG has been able to achieve that purpose on national, state-wide, city, and industry stages. BCG will partner with B-to-B and consumer media and other business or human resource organizations to publicize the opportunity, encourage participation and to recognize those who are good enough to make the lists of "Best Places to Work". BCG currently manages 25 similar programs around the US and in Canada. For more information and a complete list of "Best Employer" programs, visit [www.bestcompaniesgroup.com](http://www.bestcompaniesgroup.com) Best Companies Group is headquartered in Harrisburg, PA.

#### **ABOUT THE OUTDOOR INDUSTRY ASSOCIATION**

Founded in 1989, Outdoor Industry Association (OIA) is the premier trade association for companies in the active outdoor recreation business. OIA provides trade services for over 4000 manufacturers, distributors, suppliers, sales representatives and retailers in the outdoor industry. Outdoor Industry Association seeks to



ensure a healthy and diverse specialty retail and supply chain based on quality, innovation and service. To this end, OIA works diligently to raise the standards of the industry; increase participation in outdoor recreation to strengthen business markets; provide support services to improve member profitability; represent member interests in the legislative/regulatory process; promote professional training and education; support innovation; and offer cost-saving member benefits.