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**The American Trail Running Association (ATRA) and the
Teva U.S. Mountain Running Team Announce Partnership
with KINeSYS Performance Sunscreen**

Colorado Springs, CO --- KINeSYS Performance Sunscreen entered into an agreement with the Teva U.S. Mountain Running Team for the 2009 season.

“Partnering with a company that has a wide range of products – and one that puts the environment first in their research and development – is the perfect complement to our sponsorship program. KINeSYS was founded on the belief that passion can overcome all obstacles and our athletes on the Teva U.S. Mountain Running Team certainly share this belief. We look forward to our relationship with KINeSYS in the coming year,” said Nancy Hobbs, manager of the Teva U.S. Mountain Running Team.

“I am pleased to be involved with such a driven, organized, and passionate group of individuals. With a group of people that have the commitment to achieve, amazing things can and will happen,” said Jeff Kletter, CEO and co-founder KINeSYS, Inc.

The Teva U.S. Mountain Running Team has been title sponsored by Teva, the official footwear of the team, since 2002. Team uniforms are provided by SportHill, Windermere Real Estate/Teton Valley is the official real estate company, Fleet Feet Sports-Boulder is the official specialty running store, OrthoLite is the official insole, Wicked Fast sports nutrition is the official dietary supplements for pre-exercise energy/endurance (Energ-Ease) and post-exercise recovery (Recover-Ease), FuelBelt provides hydration products for the team, Costa Del Mar provides performance sunglasses, CW-X provides conditioning tights, and *Youth Runner* magazine provides support for the junior team.

The 2009 team will compete in the 25th World Mountain Running Championships in Campodolcino, Italy, on September 6, 2009. This year’s World Championship races will be held on an up/down course (as opposed to even-numbered years when the events are run on an uphill-only course) with the senior men running 12km, the senior women and junior men running 8km, and the junior women running just under 4km (course distances are approximate).

The women’s team includes four athletes with the top three finishers scoring for the team. Six athletes will represent the men’s team with the top four finishers scoring. The junior men’s team includes a maximum of four with top three scoring while the junior women’s team is a maximum of three with the top two scoring. Team manager Nancy Hobbs, Colorado Springs, CO, Richard Bolt, Portland, OR, Ellen Miller, Vail, CO, and Dave Dunham, Bradford, MA, will accompany the team to the Championships.

At the USATF Annual Meetings in Reno this month, the Mountain Ultra Trail (MUT) Council announced two selection races from which automatic qualifiers to the U.S. team will be selected. The top three U.S. men and the top U.S. woman (must be current USATF members) will earn automatic berths at the USA Mountain Running Championships at North Conway, NH, on June 28. The top two U.S. men and the top two U.S. women at the Cheyenne Canon Mountain Race in Colorado Springs, CO, on July 26 will also earn berths on the team.

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Following the selection races, the remaining members of the senior squad, (one male, one female), will be selected by the Mountain Ultra Trail Council with input from the team staff based on results at the selection races, national and international racing experience including mountain, road, cross country, and track. Senior athletes **MUST** run a selection race in order to be considered for the team. The junior team is selected based on resumes with criteria available at www.usmrt.com. To be considered for the team all team members **MUST** be current USATF members prior to running a selection race and in the case of juniors, USATF membership is also mandatory.

Interested athletes should submit running resumes to: Richard Bolt (richard.bolt@usmrt.com) and Nancy Hobbs (trlrunner@aol.com). The full team will be announced by August 3, 2009.

For additional information visit the websites listed below:

USA Mountain Running Championships	www.whitemountainmilers.com
World Mountain Running Association	www.wmra.info
USA Track & Field	www.usatf.org
American Trail Running Association	www.trailrunner.com
Teva	www.teva.com
SportHill Clothing	www.sporthill.com
KINeSYS, Inc.	www.kinesys.com
CW-X Conditioning Wear	www.cw-x.com
Costa Del Mar	www.costadelmar.com
Windermere	www.juliebryan.mywindermere.com
Fleet Feet Sports-Boulder	www.fleetfeetboulder.com
Wicked Fast Sports Nutrition	www.recover-ease.com
OrthoLite	www.ortholitefoam.com
FuelBelt	www.fuelbelt.com
<i>Youth Runner</i>	www.youthrunner.com

About KINeSYS Inc.

Founded in 1994 by Jeff and Josie Kletter, KINeSYS has offices in Richmond, British Columbia and San Rafael, California and KINeSYS suncare products are now recognized worldwide as the leading sunscreens for active lifestyles and preventable photodamage. KINeSYS Sunscreen is the leader in providing broad-spectrum UVA/UVB protection to today's active lifestyles. Unique among sunscreens is the remarkable microSPRAY™ formulation exclusive to KINeSYS – a non-pressurized aerosol ultrafine mist that is 100% alcohol-free and yet applies in seconds without rubbing and dries with no residue. All KINeSYS products are made to exacting pharmaceutical standards and gentle enough to be used all day!

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