



## PRESS RELEASE

### CHOCOLATE GRAPHICS INTERNATIONAL SPONSORS WORLD CHAMPION TRIATHLETE EMMA SNOWSILL

**Nashville, Tennessee, USA** - June 19 2006. Chocolate Graphics International USA announces that its parent company, Chocolate Graphics International (Australia) has signed as the primary corporate sponsor for multi World Champion & Gold Medallist Triathlete Emma Snowsill.

"Emma's perseverance, performance and pursuit of excellence are a perfect fit with the Chocolate Graphics International business philosophy," said CEO and President John Taylor. "Our company is proud to sponsor Emma and we are very excited about the potential increased recognition this relationship may bring to both parties." This association is all the more befitting given that Emma is a self confessed "Chocoholic" and unbeknown to many of her world wide competitors, invariably races to win with a chocolate bar taped to her bicycle for a mid-ride energy boost. A winning habit that will now surely prevail.

Having achieved World No.1 ranking, Emma is totally dedicated to excelling in this gruelling multi-sport endeavour which is the world's fastest growing sport having made its Olympic Debut in the Sydney 2000 summer games. No other sport has achieved Olympic status in such a short time-frame.

Training for the three consecutive disciplines of 'Swim, Bike & Run' consumes six hours of Emma's day, six days a week, involving pool or ocean swimming, biking mountain passes or open plains & running endless alpine or beach-side trails.

From May to October Snowsill is located in the Rocky Mountains of Colorado USA where the high altitude makes for great race conditioning & from this base she may travel anywhere in the Americas or Europe depending on her race schedule until early in the fall.

From November to April she is based on Australia's Gold Coast for the southern summer racing season as the beautiful area has the best climate and facilities. From there she may also race in South America, Africa, Asia, Pacific or the Middle East.

Many recent successes include winning some of the sports highest profile events in London, Chicago, Los Angeles, New York & in September will race in China as preparation for the Beijing Olympics. "My capacity to travel & compete is only possible through the support of sponsors & I'm extremely proud to be an **Ambassador of Chocolate Graphics International**" she said.

Chocolate Graphics North America Director Carol Webster had the privilege of meeting Snowsill at the annual Chocolate Graphics International convention held recently in Queensland, and said, "Emma personifies the focus, dedication and integrity that our company embraces. We are thrilled at the opportunity to sponsor a truly world-class athlete and work together toward our respective goals."

Chocolate Graphics International offers personalized, embossed chocolates for all occasions, using a patented, high-resolution, three-dimensional embossing technique on chocolate that results in a 100% chocolate product like no other in the world. At present there are three Production Centers in North America: in Tennessee, Alabama, and Orange County, California; based on increasing demand for its products, the company expects to add at least five new Production Centers by the end of 2006, according to Webster.

Chocolate Graphics International currently has 22 licensees in 17 countries; for more information on creating and purchasing personalized, embossed chocolates, as well as business opportunities with Chocolate Graphics worldwide, visit [www.chocolategraphicsus.com](http://www.chocolategraphicsus.com).

Emma Snowsill and Chocolate Graphics... A winning combination that is sure to continue.



### ***Triathlon Facts & demographics***

54% of triathlon fans are between the ages of 16 & 34

57% of triathlon households earn more than \$60,000 annually

47% of triathlon fans are university educated

63% of triathlon fans have no dependants and a high disposable income

75% of triathlon fans are either white collar workers or blue collar managers

77% of triathlon fans are active sport participants

The majority own their own home & car

Most are computer & internet savvy

Triathlon made its Olympic Debut in the Sydney 2000 summer games and no other sport has achieved Olympic program status in such a short timeframe.

It is estimated that between 150,000-250,000 people try a multi-sport event in the United States each year. This includes triathlons (swim, bike run), duathlons (run, bike, run) and aquathlons (swim and run).

The number of USA Triathlon Registered Clubs increased 750% between the years of 2000 and 2005.

Presently, USA Triathlon's female membership is at 29%, an increase of 18% from the early 1990s.