

## NEWS RELEASE

Contact: Devon Sibole  
[Devon@OutsidePR.com](mailto:Devon@OutsidePR.com)  
415.887.9459

### **Omegawave Joins Forces with MarkAllenOnline** *Triathletes to benefit from enhanced training and coaching tools*

**ESPOO, Finland – July 31, 2013**, Omegawave, the premier training and performance optimizer that helps to measure, manage and maximize athletic training and performance, is pleased to announce a three year contact with MarkAllenOnline, a leading online triathlon custom coaching company, to provide an unparalleled platform for premier physiological assessment and advancement.

Mark Allen, a six-time Hawaii Ironman Champion and co-founder of MarkAllenOnline, said, "I always have my coaching radar up for ways to improve the quality of training an athlete can have; any tool or philosophy that can help a person to gain the most benefit from their workouts is worth investigating. From my years of experience in this field, Omegawave technology is the first of its kind. Their readiness tools are truly great at enabling you to know what your body is capable of doing in training each and every day. They are easy to use, precise in their feedback, and I am sure as more people try them, will be an indispensable part of every athlete's tool chest."

MarkAllenOnline consistently coaches some of the best triathletes in the US, including four that claimed podium spots at the 2012 Hawaii Ironman. Allen added, "All of us at MarkAllenOnline are excited to be working with Omegawave to explore the possibilities their system provides and to see what I am sure are going to be incredible results with our athletes."

Juha Pinomaa, the CEO of Omegawave, said, "Mark Allen is an icon in triathlon, and not just because of his incredible success in racing. He's world-renowned for his advanced training techniques and relentless drive to access the latest technology to help his athletes optimize their training, recovery and racing."

#### **About MarkAllenOnline**

MarkAllenOnline.com founded in 2001 is a leader in Online Triathlon Coaching. Co-founders Mark Allen and Luis Vargas together have coached thousands of beginners, middle of the pack, and champions to personal success. Their coaching has the longest list of Hawaii Ironman finishers of any coaching organization. These athletes attribute a huge part of their success to

the guidance and expertise they received from MarkAllenOnline. You can reach them at [questions@markallenonline.com](mailto:questions@markallenonline.com)

### **About Omegawave**

Omegawave is the leading provider of training and performance optimizer solutions. Its' products help sports enthusiasts, professional athletes, teams and coaches to measure and manage readiness to maximize training and performance. Multiple Olympic Federations, premier soccer teams, NFL, MLS, NHL as well as other sports organizations and individual athletes are using Omegawave.

Founded by former professional athletes and sports scientists, the company is headquartered in Espoo, Finland. The North American regional office is located in Portland, Oregon, and the company has sales representatives in multiple markets.

Omegawave products are sold globally. To learn more about the products and how they can help you to maximize performance, please visit [www.omegawave.com](http://www.omegawave.com)

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