



2015 TOUGH MUDDER SEASON BEGINS

"Probably the Toughest Event on the Planet" Returns with Thrilling New Obstacles, New and Expanded Partnerships, and a Custom Event for Children

BROOKLYN, NY (March 9, 2015) – This past weekend marked the start of the 2015 event season for Tough Mudder, the New York-based company that creates obstacle course challenges testing strength, grit, stamina and teamwork. More than 5,000 Mudders descended upon Ates Ranch in Milton, Florida to participate in the first event of the year, which featured the debut of an entirely new and updated set of obstacles, as well as the first ever running of Fruit Shoot Mini Mudder, a custom obstacle challenge designed for 7-12 year olds.

"In the past five years, Tough Mudder has established itself as the industry leader in the world of obstacle course challenges," said Will Dean, Tough Mudder's co-founder and CEO. "We've been working for the past six months on innovations to take our event experience to the next level this year, and we were proud to finally unveil these upgrades to Mudder Nation this weekend."

Brand-new obstacles revealed in Florida included "King of the Swingers," a 12-foot pendulum swing into water; "Dead Ringer," a transverse across inclined pegs using handheld rings; and "Cry Baby," a tunnel crawl through a tear-gas-like substance. Classic obstacles including slicked quarter-pipe "Everest" and ice water plunge "Arctic Enema" were redesigned, with "2.0" versions offering new twists on the classic challenges.

Florida's debut of 20 new and updated obstacles delivered on a promise made by Tough Mudder in January when it announced "Tough Mudder Redefined" – an initiative to update and expand the event's offerings to bring the company's values of teamwork, courage and fun to an even wider audience.

"The obstacle innovations we've made for 2015 encourage participants to work together more than ever before, while still providing the personal challenge people have come to expect from Tough Mudder," said Nolan Kombol, Head of Innovation at Tough Mudder. "We're thrilled to provide a fresh experience for returning Mudders and 20 new reasons for first-timers to finally take the plunge."

In addition to new obstacles, the company has welcomed new partners including Shock Top, Chipotle Mexican Grill, Radisson, Cellucor, and Mohawk Industries. It has also announced changes including expansion into Mexico, a lowering of the age requirement from 18 to 16, and the launch of a brand extension called Urban Mudder, which will bring a 5-6 mile course close to home for city dwellers, featuring custom obstacles – that do not include mud, electricity or swimming – and a blown-out festival experience. The first Urban Mudder event will be held in New York City on July 25.

Tough Mudder events have wide appeal—participants range from veterans to business executives to 81-year-old grandparents. More than 90% of Mudders sign up as part of a team. And for many Mudders, Tough Mudder is more than just a weekend event—it's a lifestyle. More than 5,000 Mudders have even had the Tough Mudder logo tattooed on their bodies.

Registrations for 50+ Tough Mudder events are now open. Spectator tickets are also available. For those interested in finding other ways to get involved—and getting a discount on future registration—Tough Mudder is currently on the lookout for volunteers to be a part of the action. For more information, visit www.toughmudder.com.



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About Tough Mudder:

Tough Mudder Inc. was founded in 2010 by Will Dean and Guy Livingstone. Dubbed “Probably the Toughest Event on the Planet,” each Tough Mudder endurance challenge tests participants’ toughness, fitness, strength, stamina, mental grit and teamwork. In 2015, Tough Mudder will host more than 50 events in countries worldwide. For the schedule of 2015 event dates and locations, visit www.ToughMudder.com. To join the conversation, follow Tough Mudder on Facebook at facebook.com/toughmudder, on Twitter [@ToughMudder](https://twitter.com/ToughMudder), and on Instagram [@Tough_Mudder](https://instagram.com/Tough_Mudder).

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