



JANUS CAPITAL
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JANUS LAUNCHES PEOPLE'S CHOICE AWARDS AS PART OF THE JANUS CHARITY CHALLENGE

\$20,000 charity prize purse added to the 2011 Race to the Toyota Cup

DENVER, CO – Janus today announced the company has invited five of the most prominent professional triathletes participating in the 2011 Race to the Toyota Cup to compete for a special \$20,000 charitable prize purse in a program called the Janus Charity Challenge People's Choice Awards. The \$20,000 charity prize purse will be divided among five charities chosen by the athletes based on the number of votes each athlete/charity receives by October 1st. Votes can be cast and donations can be made to the charities at the remaining Race to the Toyota Cup events and also by clicking on the People's Choice Awards tab at www.januscharitychallenge.com.

The charities below are being supported by the following participating professional triathletes:

- [World Bicycle Relief \(www.worldbicyclerelief.org\)](http://www.worldbicyclerelief.org) supported by David Thompson
- [Jenny's Light \(www.jennyslight.org\)](http://www.jennyslight.org), supported by Becky Lavelle
- [Eleonore Rocks \(www.eleonorerocks.org\)](http://www.eleonorerocks.org) supported by Andy Potts
- [Blazeman Foundation for ALS \(www.waronals.com\)](http://www.waronals.com), supported by Matty Reed
- [A-T Children's Project \(www.atcp.org\)](http://www.atcp.org), supported by Hunter Kemper

“The Janus People's Choice Award allows fans of triathlons to connect to some of the best professional triathletes in the world to support some very noble charitable causes,” said Kenneth Cooper, vice president of Life Time Athletic and Endurance Events. “This is an exciting enhancement to our Janus partnership, the Life Time Triathlon Series and the Race to the Toyota Cup.”

Janus introduced the People's Choice Awards as part of the Janus Charity Challenge, the firm's signature national giving initiative, which for 10 years has inspired thousands of people –athletes and non-athletes—to meet the needs of their own communities. The Janus Charity Challenge fundraising

program has helped raise more than \$49 million for hundreds of charities—each one hand-picked by athletes inspired to turn their passion for triathlon into a passion for their favorite charitable cause.

“The People’s Choice Awards is unique in that it is the voice and choice of the people that determines which pro and which charity wins,” said Casey Cortese, vice president of Sponsorships & Community Relations at Janus. “This program allows us to extend the reach of the Janus Charity Challenge and gives a greater number of people the ability to help raise money for great causes.”

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About Toyota Motor Sales, U.S.A., Inc.

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of nearly 1,500 Toyota, Lexus and Scion dealers. Toyota has been a leader in hybrid technology and in the past year celebrated the 10 year anniversary of the Prius. Toyota directly employs nearly 30,000 people in the U.S. and its investment in the U.S. is currently valued at more than \$18 billion. For more information about Toyota visit www.toyota.com, www.lexus.com, www.scion.com, or www.toyotaneewsroom.com.

About the Life Time Triathlon Series

Since 2006, the Life Time Triathlon Series has connected some of the most prominent international-distance triathlon events in the United States. Throughout the Series, the world’s top professional triathletes battle for points and a chance to win the coveted Toyota Cup. In 2011, the Series consists of seven events, including: the April 10 [Nautica South Beach Triathlon](#) (Miami); the May 30 [Capital of Texas Triathlon](#) (Austin); the [Philadelphia Insurance Triathlon](#) June 26; the July 9 [Life Time Minneapolis Triathlon](#); the [Life Time Chicago Triathlon](#) August 28; the [Kaiser Permanente Los Angeles Triathlon](#) September 25; and the October 2 [Toyota U.S. Open Championship](#) (Dallas). For more information on the Life Time Triathlon Series and the Race to the Toyota Cup visit www.racetothetoyotacup.com.

About the Janus Charity Challenge

Established in 2001, the Janus Charity Challenge has raised more than \$48 million for charities across the country. The program offers a different and highly successful fundraising platform that offers triathletes the choice to raise money for any 501(c)(3) charity with no limited, pre-determined charity list. Janus not only provides triathletes with a wide range of fundraising resources, but also makes additional donations, up to \$165,000 per year to the nonprofit groups chosen by the top fundraisers at the races it sponsors. Learn more at www.januscharitychallenge.com.

About Janus Capital Management LLC

Janus Capital Management is a recognized leader of growth investment strategies. For nearly four decades the Denver-based firm has taken a long-term view and used a bottom-up, company-by-company investment approach to gain a differentiated view in the marketplace. In addition to growth, core and international equity funds, Janus manages balanced, alternative, fixed-income and money market funds. Janus Capital Management is a wholly owned subsidiary of Janus Capital Group.

