## Bolt gets ninth gold <br> By EDDIE PELLS

RIO DE JANEIRO -
Usain Bolt kneeled down and gave the track one final kiss, then flattened his hand,
reached down and slapped reached down and slapped,
the white number " 3 " painted at the starting line. Three Olympics, three races at each, three gold medals every time.
He could have just as
easily slapped the number easily slapped the number explanation.
The man who tran-
scended track and became scended track and became a world-class celebrity bid
a blazing-fast farewell to the a blazing-fast farewell to the
Rio de Janeiro Games - and Rio de aneiro Games - and gether - Friday night with yet another anchor leg for the ages. He turned a close $4 \times 100$ relay race against
Japan and the United States Japan and the United States
into a typical, Bolt-like runaway, helping Jamaica cross the line in 37.27 .
"There you go," he said. "I am the greatest." he said Japan won the silver
medal finishing 33 seconds medal, finishing .33 seconds
behind.
The U.S. finished the race third but endured yet another relay debacle - disqualified because leadoff runner Mike passed the baton to Justin Gatlin outside the exchange zone. That promoted Canada to the bronze medal. The American were protesting
the ruling and as midnight the ruling, and as midnigh approached in Brazil, there
was no word on the outcome. was no word on the outcome. It was a nightmare," said Gatlin, who, along with his teammates, found out about
the DO while parading the the DQ while parading the
U.S. flag around the track. "You work so hard with your teammates, guys you
compete against almost all year long. All that hard work just crumbles."


Jamaica's Usain Bolt, center, competes in the men's
$4 \times 100$-meter relay final during the 2016 Summer Olympics in Rio de Janeiro, Brazil on Friday.
If the ruling stands, it will
nark the ninth mark the ninth time since
1995 the U.S. men have been disqualified or failed to get the baton around at Olympics or world championships. (They blew a 0th medal, the silver at the Gay's doping positive.) The disqualification will cause more hand-wringing
in the States.
In Jamaica,
In Jamaica, they'll party. Bolt's record in Olympic inals improved to nine
victories over nine events. Nobody's done that before, and nobody's on the horizon to do it again soon. Along for his final trip Ashmeade training narkne Ashmeade, training partner
Yohan Blake and the Jamaican elder statesman, former world-record holder Asafa Powell.
When Bolt
When Bolt received
the yellow baton from Ashmeade for his final run down the straightaway, he was even, or maybe a step behind Aska Cambridge of Japan and Trayvon Bromel
of the United States the United States.
That lasted about four
it was over. "I am just relieved. It'
happened. I am just happy,
proud of myself. It's come


United States' Carmelo Anthony (15) celebrates with teammate Kevin Durant (5) during a men's semifinal round basketball game against Spain at the 2016 Sum


## US men join women, will play for gold

LOCHTE: Lasting memory of athlete could be incident, not the 12 medals

## Continued from 1B

ality and regular 'bro'
behavior, Lochte has always been about having fun. This is the guy who gleefully admitted eating McDonald's
three times a day whil three times a day while
winning four medals at the winning four medals at the
2008 Beijing Games. For Rio, he dyed his dark hair
white, not realizing the pool's chlorine would turn it light green.
His memo
diamond grills on his teeth diamond grills on his teeth
on the medal podium, crazily colored high-tops, sunglasses bearing his favorite made-up expression of "Jeah!" - and easygoing, goofy nature has
made him a popular and made him a popular and
relatable star with the public and his teammates.
"I think that is why I do so many different things with the hair, the grills, the crazy
shoes," he said in Rio, "It's just my personality coming just my p.
out there."
Lochte's success led to his
own 2013 reality TV show
$\begin{array}{ll}\text { called "What Would Ryan } & \text { Lochte is reliant on sponsors } \\ \text { Lochte Do?" It had a short } & \text { to foot his bills so he can }\end{array}$ ochte Do?" It had a short
run and left some viewers with the impression that its star was nothing more than a good-looking dim bulb Still, lines for his autograph sessions at meets routinely
stretch longer than anyon else's. As hard as he plays,
Lochte works hard Lochte works hard, too. His 12 Olympic medals are second only to Michael
Phelps among U.S. male Phelps among
Olympians.
This time Lochte was only a small part of the show. He finished fifth in his only individual event and swam on the victorious $4 \times 200$ meter freestyle relay. Instead the biggest memory of the will be the grainy security video of him and teammate Gunnar Bentz, Jack Conger and Jimmy Feigen exiting the gas station restroom an
sitting on the ground, som sitting on the
with hands up.
Like other pro swimmers focus on year-round training
and travel to meets without and travel to meets without
having to hold a regular job. His sponsors, including Speedo, Ralph Lauren and airweave premium bedding,
have been in no hurry to cut have been in no hurry to cut
ties with him, though have said they are monitoring the situation.
The incident feeds a lot
of American cliche of American clichés of the bad-boy athlete, and while
it was relatively minor it is it was relatively minor, it is
"unsavory," says Thomas Ordahl, chief strategy officer at the brand consulting firm
Landor. Landor.
Ordahl believes it's
probably a good idea for probably a good idea for
companies to hold off on making decisions until the issue surrounding the dispute is sorted out. But he suspects that eventually, sponsors w
probably drop Lochte. probably drop Lochte.
"The truth is that are enough celebrities to be are enough celebrities to be
attached to without bringing attached to without bringing
that kind of baggage with
$\begin{array}{ll}\text { Lochte is reliant on sponsors } & \text { you," said Robert Passikoff, } \\ \text { to foot his bills so he can } & \text { president and founder of the }\end{array}$ research firm Brand Keys.
USA Swimming expected to convene its executive board to discuss likely
punishment, as it did when punishment, as it did when
Michael Phelps was arrested Michael Phelps was arrested
for a second DUI two years for a second DUI two years
ago. Technically, the four could be fined, suspended or expelled. In the Phelps case, the board announced a week after the arrest that it
was suspending the sport's was suspending the sport's
biggest star for six months, biggest star for six months,
banning him from competing in the 2015 world championships and taking away
six months of his six months of his funding
stipend. stipend.
For
Ph
For Phelps, it was his
third strike. This is Lochte's first major gaffe, and whatever sanctions the national governing body passes down
could have little effect could have little effect on the professional swimmer.
He's already said he plans to take the first extensive break of his career following the


Olympics and move from
North Carolina to Colififornia.
A suspension could keep
him out of next year's world
championships - often
bereft of big stars following
an Olympic year - and the
Arena Pro Swim Series, a
five-meet circuit in the UU.S.
But that would hardly impact
Lochte should he decide to
resume training for the 2020
games.
As. for the other three,
Feigen has indicated he
would retire after Rio and
the 26 -year-old is looking
forward to attending law
school somewhere in Texas.
He made a \$10,800 payment
to a Rio charity that teaches
martial arts to poor children
after the incident, and his
passport was returned. He
left Brazil Friday night.
Bentz and Conger stum-
bled just as they were getting
started on the international
stage, so the repercussions
could linger longest with
the Olympic rookies. They,
along with Feigen, swam
in preliminary heats, and earned gold medals, when their teammates won relays
in the finals. They return U.S. Friday.
Bentz Bentz will be a 20-year-old junior majoring
in business at Georgia this in business at Georgia this 21-year-old senior majoring in corporate communication at Texas. They remain amateurs and presumably will continue their NCAA
careers with their respective programs, which also could hand out punishment.
What may take longer for everyone to forget is how the
four stole the spotlight four stole the spotlight.
"While we are the our athletes are safe, we do not condone the lapse in judgment and conduct that led us to this point," USA Swimming executive director
Chuck Wielgus said. "It is Chuck Wielgus said. "It is
not representative of what is expected as Olympians, as Americans, as
as individuals.


