

RUSS PILLAR

LA Marathon President Russ Pillar is an accomplished business builder with a long track record of having led a variety of consumer-branded businesses to lasting success. Over the past two decades he's held senior executive positions at a number of leading global media and entertainment companies, including having served as President of the Viacom Digital Media Group (part of NYSE: VIA), President and Chief Executive Officer of the CBS Internet Group (part of NYSE: CBS); President, Chief Executive Officer, and a Director of the Virgin Entertainment Group; President, Chief Executive Officer, and Vice Chairman of Prodigy Internet (NASDAQ: PRGY); and President, Chief Executive Officer, and a Director of Precision Systems (NASDAQ: PSYS).

Russ's sports interest run deep, from volunteer positions with Special Olympics to coaching stints with his two boys' myriad organized sports teams (basketball, baseball, lacrosse, and AYSO soccer). He served as a translator for the Japanese National Track and Field Team during their visit to the United States for the International Games for the Disabled and, more recently, served as Vice Chairman of Board of Directors of AVP Pro Beach Volleyball (OTC: AVPI); as CBS's senior representative on the Board of Directors of CBS SportsLine (NASDAQ: SPLN); as executive-in-charge of www.CBSSports.com; and as a member of the team that negotiated a historic \$100 million agreement among the NFL, AOL, and CBS Sports.

Russ grew up on Long Island with a lacrosse stick in his hands and graduated Phi Beta Kappa, cum laude from Brown University, where he played on the school's championship rugby team and coached the Brown University Women's Rugby Team. He is a Henry Crown Fellow at the Aspen Institute, was a Trustee of The Nature Conservancy of Idaho, and has been a member of Young Presidents' Organization and the Council on Foreign Relations. He currently serves on the Board of Directors of Playboy Enterprises (NYSE: PLA), the Los Angeles Marathon, and the Santa Monica-based non-profit Heal the Bay.