



FOR IMMEDIATE RELEASE
January 26, 2010

Contact: Steve Sugerman or Jason Greenwald
310-689-7535 (Marathon)
Jeffrey A. Smith
310-781-5062 (Honda)

Honda, LA Marathon Announce Title Sponsor Agreement

*** Three-year partnership includes charitable, service components ***

LOS ANGELES, Calif. – LA MARATHON LLC and American Honda Motor Co., Inc. today announced that the Silver Anniversary edition of the Sunday, March 21st race will be known as the Honda Los Angeles Marathon, launching a three-year partnership that includes naming rights and a variety of charitable, community service and marketing components. This is the first time in the marathon's 25-year history that the race will have a title sponsor. Honda has been a presenting sponsor of the marathon since 1995.

“For the past 14 years, we’ve been honored to be affiliated with this great competition and with the manner in which it brings together the entire greater Los Angeles community,” said Tetsuo Iwamura, president and chief executive officer of Torrance-based American Honda Motor Co., Inc. “The new course shows off some of the best of what Los Angeles has to offer, and is sure to make the Honda LA Marathon an outstanding, signature event for the running world, for spectators, and for Southern California alike.”

For the first time, this year’s “Stadium to the Sea” race course will begin at Dodger Stadium and finish overlooking the Pacific Ocean near the Santa Monica Pier, passing through the cities of Los Angeles, West Hollywood, Beverly Hills and Santa Monica, as well as the federal Veterans’ Administration property. Registration for the race is on record pace, and organizers have announced a cap of 25,000 runners. The March 21st event is expected to sell out.

LA MARATHON LLC President Russ Pillar said race officials are thrilled by the Honda partnership. “It is a privilege to be affiliated with such an outstanding, well-known company,” Pillar said. “Honda’s commitment to the local community is both wide and deep, and having such a distinguished title sponsor reflects the significant changes we’ve made to deliver a great event for all of Los Angeles.”

As part of the agreement, the two organizations have agreed to work together toward furthering the race’s charitable component. This initiative is in keeping with Honda’s community service orientation and with the marathon’s strengthened commitment to philanthropy, which owner Frank McCourt has highlighted since taking stewardship of the race in late 2008. Already, thousands of participants undertake the race on behalf of charity, raising much-needed funds for causes from health to the environment to community-building efforts.

-- more --

In addition to naming rights for the 2010, 2011 and 2012 Honda LA Marathon, race organizers' agreement with Honda includes a presence at the pre-race Expo, at celebrations that will be held in neighborhoods throughout the course, and at a finish line festival at the beach, next to the Santa Monica Pier. The agreement also includes signage, advertising and a digital media presence.

As in years past, both the male and female winners of the Honda LA Marathon will receive a new Honda automobile in addition to the cash prize. Further details about the prize package will be available closer to race date. Runners may sign up for the 2010 Honda Los Angeles Marathon at www.lamarathon.com.

About Honda:

Honda began operations in the U.S. in 1959 with the establishment of American Honda Motor Co., Inc. in Los Angeles, California, and its North American headquarters is currently based in Torrance, in the South Bay. Honda began U.S. production of motorcycles in 1979 and automobiles in 1982. The company has invested more than \$12.1 billion in its North American operations with employment of more than 31,000 associates and annual purchases of more than \$17.5 billion in parts and materials from suppliers in North America.

- Honda News & Views: <http://www.honda.com/news>
- Honda Multimedia Newsroom (For Media Only): <http://www.hondanews.com>
- Honda on Twitter: http://www.twitter.com/alicia_at_honda
- Honda on Flickr: <http://www.flickr.com/hondanews>
- Honda Web Site: <http://www.honda.com>

About LA MARATHON LLC:

We inspire athletes and connect communities. With thousands of volunteers, tens of thousands of participants and hundreds of thousands of spectators along the route, the Honda Los Angeles Marathon is one of the largest organized road races in the country. For more information on the 25th edition of the race – which will take place on Sunday, March 21st, 2010 – please visit www.lamarathon.com.

###