

HONDA | LA MARATHON

PRESENTED BY **K•SWISS**

FOR IMMEDIATE RELEASE
January 28, 2010

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K•SWISS Increases Commitment to Honda LA Marathon, Becomes Presenting Sponsor

*** Cites Innovative New Course, Excitement Among Runners ***

LOS ANGELES – January 28, 2010 – The [Honda LA Marathon](#) just got some new kicks. Two days after announcing the first title sponsorship in the race’s 25-year history, Marathon officials and [K•Swiss](#) today marked another impressive partnership: The California sports brand will be the presenting sponsor for the March 21, 2010 race.

Citing the groundswell of excitement over the new Stadium to the Sea course, as well as record-pace sign-ups, K•Swiss officials noted that this is the company’s first foray into sponsoring a major marathon. “The Honda LA Marathon is a perfect fit for us,” said David Nichols, K•Swiss executive vice president. “As a California Sports Company with a growing commitment to the running category, we are thrilled to be part of one of running’s great events taking shape in our backyard.”

In announcing the agreement, marathon officials pointed to K•Swiss’ outstanding reputation for quality and its Southern California roots as key factors in the partnership. “This race is all about challenge, innovation and inspiration – words that fit K•Swiss perfectly,” said LA MARATHON LLC President Russ Pillar. “We are proud to welcome K•Swiss as our presenting sponsor.”

Through the multi-year agreement, Westlake Village-based K•Swiss will participate in all of the Marathon’s events, including the Honda Los Angeles Marathon, the New Performance 5K (which takes place the day before), the Marathon Expo, the Marathon’s city block parties, the Finish Line Beach Party, and the LA Roadrunners training program. K•Swiss will collaborate with race officials on the creation of a full line of licensed apparel, including special branded apparel to outfit the LA Roadrunners Pace Leaders, who help marathon participants achieve their race-day goals.

In addition, K•Swiss is partnering with the Honda LA Marathon and Rod Dixon, Olympic Bronze Medalist and winner of the New York City Marathon, on the Rod Dixon Kids’ Marathon. Over a six-week program, more than 1,000 kids will run a total of 26.2 miles, with the last 1.2 miles culminating with a celebration at Dodger Stadium, before the New Performance 5K.

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K•Swiss Presenting Sponsor of Honda LA Marathon
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Marathon President Pillar noted the natural fit between the two partners. “K•Swiss shares our vision of the transformative power of sport. We’re confident that, working together, we can take this race to an entirely new level.”

In anticipation of the event, K•Swiss will highlight its Honda LA Marathon apparel at its new retail store in Santa Monica – the company’s first in the United States – where it will run special promotions for runners. In addition, the store (2427 Main Street) is the starting point for weekly training runs for the Honda LA Marathon and will offer multiple interactive opportunities for participants and aspiring runners in the community.

“The Santa Monica store will play a key role in our partnership with the Honda LA Marathon, especially since the finish line is less than a mile away,” said K•Swiss’ Nichols. “Offering award-winning running footwear and apparel, experienced staff and coaching advice, we see the store as a hub for the running community.”

For the first time, this year’s race will begin at Dodger Stadium and come to a dramatic finish overlooking the Pacific Ocean near the Santa Monica Pier, passing through four cities and the Federal VA property during the inaugural running of the Stadium to the Sea route. Registration for the race is on record pace, and organizers have announced a cap of 25,000 runners. The race is expected to sell out.

Runners who wish to sign up for the 2010 Honda Los Angeles Marathon may do so online at www.lamarathon.com. Space is filling up and registration will be capped at 25,000.

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, the Honda Los Angeles Marathon is one of the largest organized road races in the country. For more information, visit www.lamarathon.com.

About K•Swiss:

Located in Westlake Village, CA, K•Swiss is a publicly traded company founded more than 40 years ago in Van Nuys, California. K•Swiss introduced the first all-leather tennis shoe, the K•Swiss “Classic” in 1966. Since its inception, K•Swiss has rooted itself in California Sport with an aim to be the most inspiring and innovative sports brand in the market. Today the company offers performance and lifestyle footwear and apparel for several categories under its California Sports umbrella including Tennis Heritage, California Fit (Running, Triathlon and Fitness) and California Youth. For more information about K•Swiss, visit www.kswiss.com.

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