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**Miami design firm wins 2010 Honda LA Marathon
commemorative shirt-design contest**

Jacober & Associates wins \$295 prize in public voting for 25th anniversary design

LOS ANGELES – March 1, 2010 – A design picturing a stylized sun and its rays, designed by Jacober & Associates of Miami, Florida, was named the winner of the competition to design the 25th anniversary commemorative T-shirt for the 2010 Honda LA Marathon presented by K-Swiss.

Jacober's design pictured the race logo in vertical style, surrounded by concentric waves of blue, green, lime and yellow triangles. Said Art Director Paul Jacober, "The idea behind the design was we tried to create something simple yet celebratory. We wanted it to have a Los Angeles sensibility – abstract sun design and colors – but with an undertone of a Latin American feel. Ultimately it had to be bold and strong and I think we met those goals." The artwork itself was created by designer Jose Carvajal with oversight from Jacober.

The Jacober design was one of five finalists selected from a field of 262 entries and the only one from the U.S. It garnered 674 votes or 33.7% of the 2,000 votes cast in the two-week balloting period, finishing ahead of finalist designs from Indonesia, Germany, Grand Cayman Islands and Romania.

"It was a great competition," said LA MARATHON LLC creative director Peter Abraham. "The designs were wild and varied and the creativity shown by the 262 entrants from around the world was wonderful. We're looking forward to seeing Jacober's winning design on the commemorative shirts that will be available soon."

The winner will receive a \$295 cash prize for his design, which will be reproduced on shirts that will be sold at the Marathon's two-day expo at Dodger Stadium on March 19-20 and online.

The contest required artists to submit a high-resolution design that included the Honda LA Marathon presented by K-Swiss logo, fit into a 12-inch-square area and used Pantone-standard colors.

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 presented by K-Swiss is one of the largest organized road races in the country. For more information, visit www.lamarathon.com.

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