

HONDA | LA MARATHON

PRESENTED BY K-SWISS

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Multi-platform coverage on tap for 2010 Honda LA Marathon

Live coverage of the March 21 race slated for radio, television and Internet

LOS ANGELES – March 12, 2010 – No matter where in the world you are, you'll be able to see the 2010 Honda LA Marathon presented by K-Swiss and the inaugural running of the new Stadium to the Sea race course.

Angelenos will be able to follow the race live on both television and radio, on KTLA (channel 5) and on AM 570 KLAC, respectively.

KTLA (www.ktla.com) will telecast the Marathon for the first time, carrying live coverage of the race from 7:00 a.m. to 10:00 a.m. on Sunday, March 21. A total of 17 cameras are planned for use, including three on-the-course vehicles and three news crews at strategic points along the course – Temple Street and Grand Avenue in downtown Los Angeles, Hollywood Boulevard and Orange Avenue in Hollywood and Wilshire Boulevard and Rodeo Drive in Beverly Hills – plus the KTLA helicopter overhead.

KTLA Sports Director Derrin Horton will anchor the race coverage from KTLA's Hollywood studios, with correspondents all over the 26.2-mile course:

- News at 6 and News at 10 co-anchor Micah Ohlman and weather and traffic reporter Vera Jimenez will be stationed at the start line at Dodger Stadium and at the finish line in Santa Monica.
- Morning News reporter and The News Blog author Eric Spillman will be on the "Pack Cam," running with the 25,000 participants throughout the race.
- Reporters Gayle Anderson and Allie MacKay will provide live updates from points along the route.
- Cyber Guy Kurt Knutsson will be, of course, running with his technology friends on the AT&T Racers.

Marathon broadcast veteran Toni Reavis (who has broadcast all 24 previous Los Angeles Marathons) and Olympian and two-time L.A. Marathon winner Nancy Ditz will once again provide expert analysis from the KTLA Studios. Olympians Ed Eyestone and Juli Henner will be covering the men's and women's elite races, respectively. Roggin Productions, Inc. will produce the race coverage in association with LA MARATHON LLC and KTLA, with Phil Olsman serving as Executive Producer and Director.

"KTLA 5 is proud to be the broadcast partner of the 2010 Honda LA Marathon and to be able to present this world-class event to Southern California viewers as well as a worldwide audience on ktla.com," said KTLA President and General Manager Don Corsini.

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Comprehensive coverage of the 2010 Honda LA Marathon on tap
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"We eagerly look forward to working with the LA Marathon organizers to provide extensive coverage of this momentous event in 2010 and beyond; showcasing many of L.A.'s unique neighborhoods and landmarks from the start of the race at Dodgers Stadium, to the exciting finish at the sea in beautiful Santa Monica."

Start-to-finish radio coverage will be provided on AM 570 KLAC (www.am570radio.com) with Geoff Nathanson as host along with Fox Sports track & field analyst Tom Feuer. Olympic broadcast veteran Randy Rosenbloom and marathoner Milena Glusac (a 2:31:14 performer and 2001 U.S. Half Marathon champion) will provide live updates on the men's and women's lead packs, respectively and Vic Jacobs will serve as the field reporter.

KLAC's Marathon coverage will get started on Saturday, May 20 with the LA Marathon Countdown Show, hosted by KLAC's "Loose Cannons" co-anchor Steve Hartman and featuring Petros Papadakis Matt "Money" Smith of the "Petros & Money" show plus "Loose Cannons" co-anchor Chris Myers, Dan Patrick and interviews with marathon experts. The Marathon radio coverage is being produced by Monarch Sports Radio.

"KLAC is proud to be the home of one of the premier Marathons in the country, as we team up with this years LA Marathon!" said Don Martin, General Manager of KLAC. "Runners from all over the world will get an opportunity to run this years new and exciting route, while their friends and family get to follow to their progress on AM 570 KLAC via the radio and online at www.am570radio.com."

For those not in Los Angeles on race day, television coverage of the race will also be carried live by Universal Sports, an NBC national cable network by more than 57 million homes across the nation.

"We are very excited to be a partner with the Honda LA Marathon presented by K-Swiss and broadcast the 25th running of this great race," said Claude Ruibal, co-founder and CEO of Universal Sports. "The new course allows the runners to have their own private tour of this great city that we call home."

In addition, both the KTLA and KLAC broadcasts will be available over the Internet, along with real-time updates from the Marathon's own Web, www.lamarathon.com and via Twitter.

"Our new Stadium to the Sea course has completely changed what people will see during the 2010 Honda LA Marathon," said LA MARATHON LLC creative director Peter Abraham. "It's going to be one of the great visual marathon courses in the world with landmarks like the Grauman's Chinese Theatre, the Sunset Strip and Rodeo Drive in Beverly Hills before finishing next to the ocean in Santa Monica. Thanks to our media partners, everyone is going to be able to enjoy the race *almost* as much as our runners."

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Comprehensive coverage of the 2010 Honda LA Marathon on tap
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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.

ABOUT KTLA 5:

KTLA 5 has brought award-winning television news and entertainment to Los Angeles for over 60 years and was the first TV station to broadcast in Los Angeles in 1947, and the first to produce its own completely local morning news program in 1991. Another KTLA 5 distinction is its live HD coverage of the annual Tournament of Roses Parade in Pasadena on New Year's Day. KTLA 5 has televised the parade continuously since 1948. KTLA 5 is a Tribune Broadcasting station. For additional information please visit www.ktla.com.

ABOUT CLEAR CHANNEL RADIO LOS ANGELES/CLEAR CHANNEL COMMUNICATIONS, INC.:

Clear Channel Radio Los Angeles operates AM570 KLAC, HOT 92.3, KOST 103.5, 102.7 KIIS FM, 104.3 FM, 987 FM, KFI 640 and KTLK 1150. Clear Channel Radio is a leading radio company focused on serving local communities across the U.S. with more than 110 million listeners choosing Clear Channel Radio programming each week. The company's content can be heard on AM/FM stations, HD digital radio channels, on the internet, via iPods, and cell phones and used via navigation systems from BMW, Volvo, TomTom, Garmin and others. The company's operations include radio broadcasting syndication and independent media representation. Clear Channel Radio is a division of Clear Channel Communications, Inc., (OTCBB:CCMO), a leading global media entertainment company. More information on the company can be found at www.clearchannel.com.

ABOUT UNIVERSAL SPORTS:

Universal Sports, a partnership between NBC Sports and InterMedia Partners, serves as the preeminent multiplatform destination for Olympic-related and lifestyle sports programming available on television and online. Universal Sports is available in 58 million homes, including nine of the top 10 DMAs: New York, Los Angeles, Chicago, Philadelphia, San Francisco, Dallas-Fort Worth and Washington, D.C. Recent expansion includes launches in Atlanta, Houston, Miami, Denver, Portland, and Jacksonville. Go to UniversalSports.com for a complete list of TV markets. Major world championship and Olympic qualifying events found on Universal Sports range from track and field, skiing, swimming, gymnastics, marathons and cycling, to volleyball, rowing, triathlon, fencing, speed skating and martial arts. UniversalSports.com delivers an immersive experience via live and on-demand competition coverage, interaction with top athletes through blogs and in-depth access to Olympic sports news and information year round. For more information on the availability of the Universal Sports 24-hour television channel, please visit www.UniversalSports.com.

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